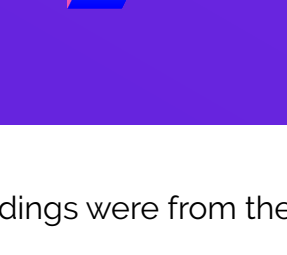


Competitive Enablement Playbook

Competition is increasing in every vertical. Disruption is happening faster. Buyers are more educated than ever before.

Here's how you can build your competitive strategy and stay ahead of the competition.



Competitive Enablement Summit 2021 Powered by **klue**

These findings were from the 2021 Competitive Enablement Summit.

Want to learn more? Check out the speakers and access the sessions [here](#).

Compete is a team sport

1

"The only way you can be successful at scale is through a competitive community"

- ▶ Build a competitive community that includes EVERYONE in the organization.
- ▶ Allow information to be shared back-and-forth between anyone in the organization.
- ▶ Look for insight from the field from sellers and services who are closest to your customer — and your competition.

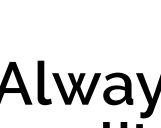


Stefan Eller
Global Leader Competitive Intelligence Sales Strategy
cisco

Don't sugarcoat how you stack up

- ▶ Your team won't trust you if they're misguided by competitive intel.
- ▶ While we should be the single source of truth, you need to rely on your team to help you scale.
- ▶ Competitive enablement requires information flowing in all directions.

"Don't be afraid to go against the grain. Be the unbiased truth teller."



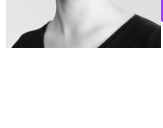
Emily Childs-Lopez
Director of Market Strategy
salesforce

Set expectations for your end-users

3

- ▶ Build partnerships across the business through collaboration, rather than delegation.
- ▶ When a rep asks for competitive content, ask for their help in creating it. Make them your beta-tester.
- ▶ Don't just spit out the content, build it together.

"Don't promise the food for a two-course meal if you only have the content for a one-course meal"

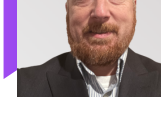


Clara Smyth
Senior Product Marketing Manager
slack

Always choose quality over quantity

"When you drive quality and consistency over quantity, your content is going to be better utilized."

- ▶ Concise assets that help sales close a deal are going to be far more appreciated than voluminous PDFs with aged content.
- ▶ If the sales team does not trust what you're delivering, they will not use it.



Chris Agnoli
Competitive Enablement Lead
JUNIPER NETWORKS

Only 4% of product marketers....

are *very confident* that their sales teams are using their competitive content.

Your competitive intel shouldn't be a list of feature comparisons

5

"If you're still leading with features and benefits, you're becoming a commodity."

- ▶ Focus on the value you provide compared to your competitors.
- ▶ To be a category leader, you need to carve out a new job to be done.
- ▶ You compete either through innovation or brand.



Peep Laja
CEO
Wynter

Enable your sales team with more context

- ▶ Content will only stick with the seller when they know the 'why' behind it.
- ▶ Without context, you will spin your sellers into a defensive state.
- ▶ Context gives sellers the confidence they need to execute consistently.

"Providing content without context equals chaos."



Jarod Greene
Vice President Product Marketing
HIGHSPOT

Measure win-rates and content consumption

7

- ▶ Establish clear ways to measure the success of your competitive program.
- ▶ Measuring your win-rate for competitive deals will demonstrate the impact your competitive strategy is making.
- ▶ Consumption data validates that you're satisfying end-user demand for competitive content.

"It's important to the team to see the impact that they are making, whether it is win-rates or the direction of a product"



Terry Hurst
Senior Director, Competitive and Market Intelligence
workday

Enable your sellers with buyer-centric messaging

"Lead with a solution and the problems that you can solve."

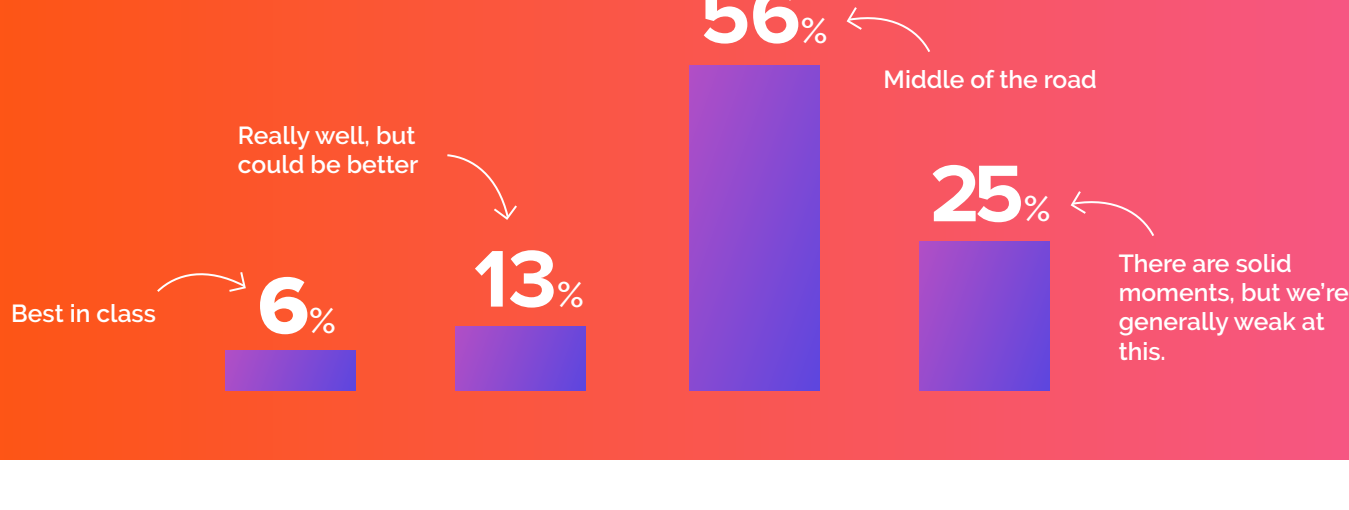
- ▶ Don't get stuck in a price battle.
- ▶ Enable your sellers with values and solutions in order to overcome price sensitive deals.



Blair Hervey
Senior Director of Global Sales Enablement Delivery
salesforce

How well does product marketing and revenue leadership partner in competitive strategy?

Summit attendees said...



Train sales to be trusted advisors to your buyers

9

"The person who teaches the buyer how to make the decision is the person they're most likely to buy from."

- ▶ Enable sellers with intel helping buyers navigate your competitor's sales process too.
- ▶ Occupy a one-up position against all competitors by holding the moral high ground.
- ▶ Give your sellers intel that allows them to set expectations for the buyer.



Anthony Iannarino
Author of 'Eat Their Lunch: Winning Customers Away From Your Competition'

Use discovery calls as a source for competitive intel

- ▶ Your sellers should use problem-based discovery questions to unearth how your competitors fall short.
- ▶ If sellers ask problem-based questions and the prospect is using your competitor, you've already started to separate yourself.
- ▶ Sellers can identify the problems that prospects face when using competitors.

"Can you help someone realize that they are facing certain problems? That's what discovery is all about."



Kevin "KD" Dorsey
Vice President of Inside Sales
PATIENTPOP

Make the prospect experience part of your differentiation

11

- ▶ Customer experience needs to start with your buyer's journey.
- ▶ Building a relationship with your buyer is the most overlooked differentiator.

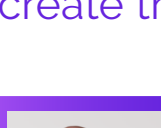
"You have to have the mindset that the prospect experience is a competitive differentiator."



Kyle Coleman
Vice President of Revenue Growth & Enablement
Clari

Create buyer preference through differentiation

"How you create a preference is what allows you to win. So you have to create the most value."



Anthony Iannarino
Author of 'Eat Their Lunch: Winning Customers Away From Your Competition'

The primary reason a salesperson loses a deal to their competitor is:



Arm your teams with the right competitive intel

BOOK A DEMO TODAY

What are you waiting for?

“

Competitive enablement is about each department having a central system of intel they can leverage. Companies need a platform to centralize the intel... then you need to convert it to insight, then you need to enable every department."



Jason Smith
CEO
klue