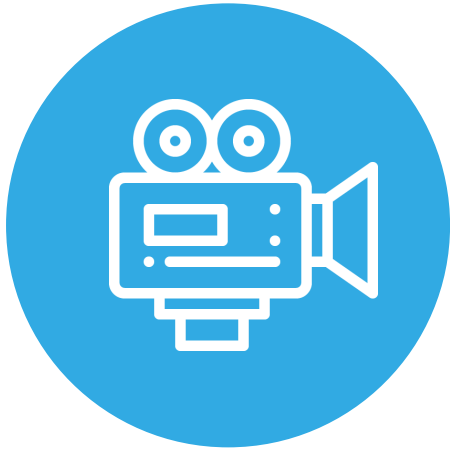


Collaborating & Competing while Working from Home



Before We Begin



*We will send you
the recording*



*Submit your
questions anytime*



*Participate in polls
throughout*

Agenda

- 1** Organizational Alignment for CI
- 2** Conversation with Jeremy Goldstein
- 3** Questions & Wrap up

Poll #1:

Which areas of the business are asking for Competitive Intelligence today?

Poll #2:

How are you delivering competitive insights to these teams?

Missing the Watercooler Chats

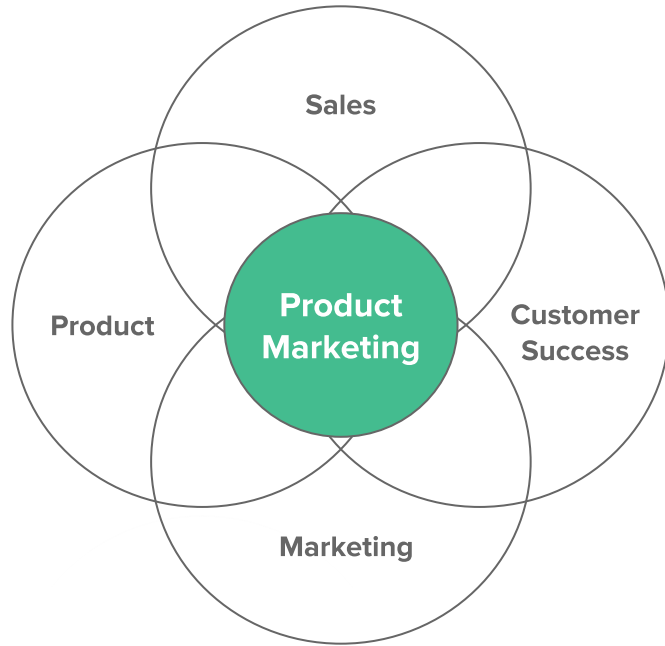
Before:



Now:

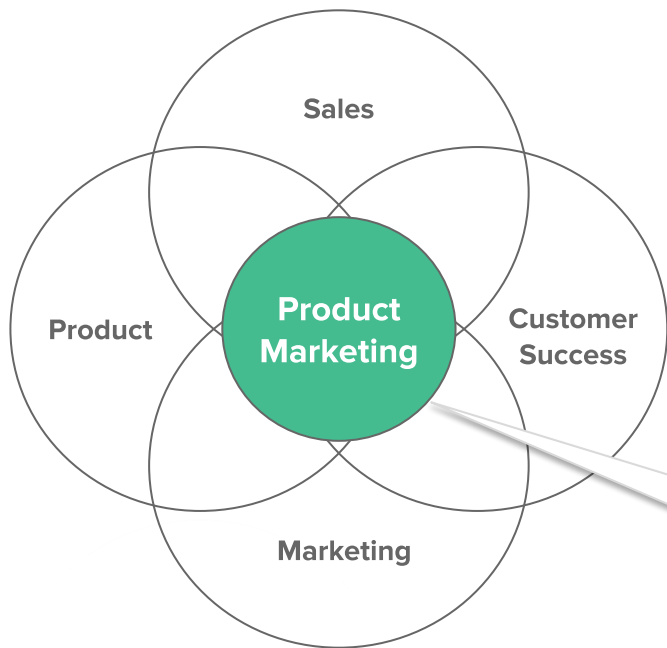


Competitive Enablement: Organizational Alignment for PMM Teams



Every department uses competitive intelligence.

Alignment across the organization is critical. Centralize intel into one place then enable each division to access a personalized view of what they need.

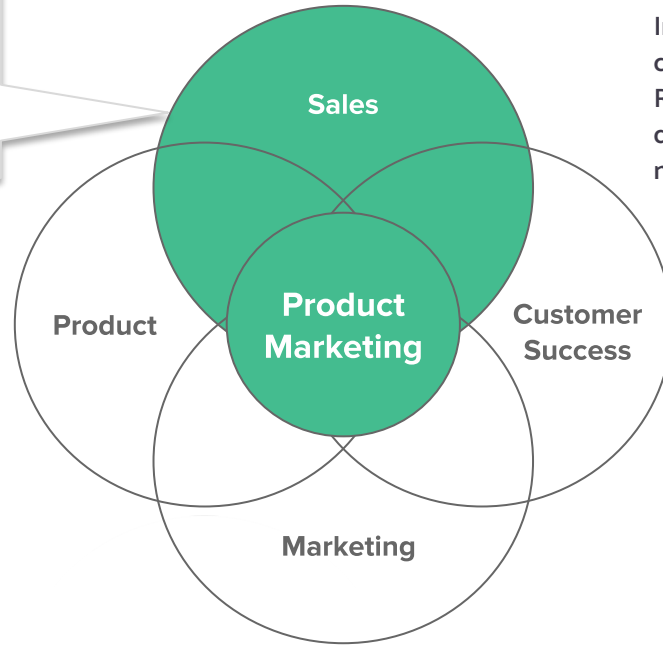


Product Marketing tasked with building competitive intelligence.

Create an enterprise-wide competitive enablement program & strategy.
Enable Go-To-Market teams to win more against the competition.

What does our competitive coverage look like today?
How do we cover the tier 2's and 3's?
How efficient is the collection and curation process?
How effective are our battlecards? Usage high?

Are you losing deals to competitors?
Do you have the compete materials you need?
What's missing?
Do you **trust** the intel you get now?
Is it **easy to find**/access?



Sales uses competitive intelligence.

Improve competitive win rates & increase sales revenue.

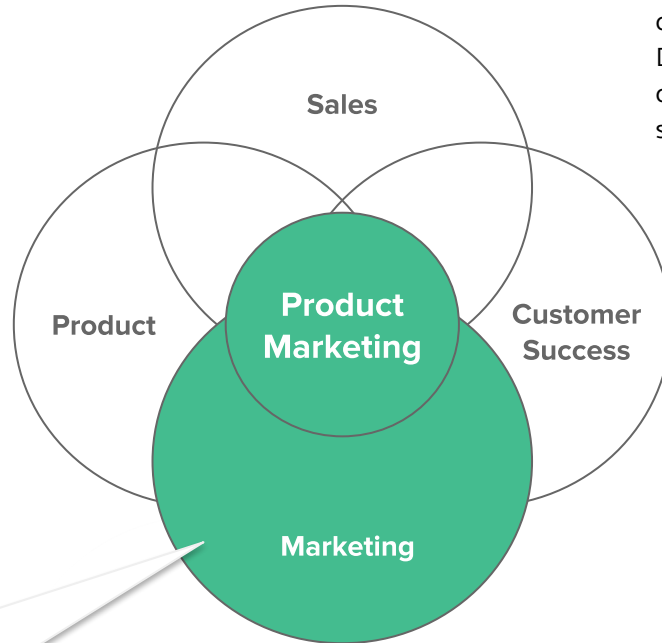
Increase sales rep productivity by reducing time to close and deal discounting.

Reduce rep ramp time and increase rep confidence to deposition and overcome objections with up-to-date market and competitive intel.

Marketing uses competitive intelligence.

Protect and reinforce the brand - find new ways to stand out in a crowded marketplace.

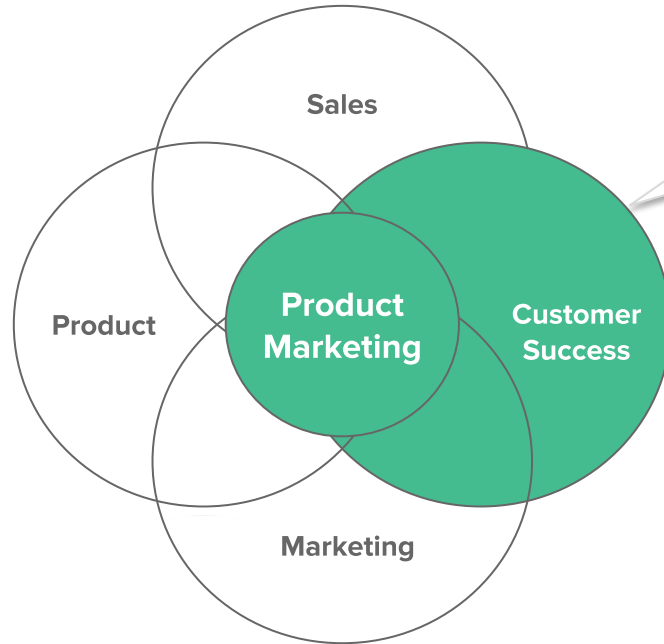
Discover areas of opportunity and stay ahead of competitors based on their changes in approach or strategy.



What changes are happening in messaging with our competitors?
Have our competitors shifted their approach to the market?
Are there new competitors or partnerships entering into the market?

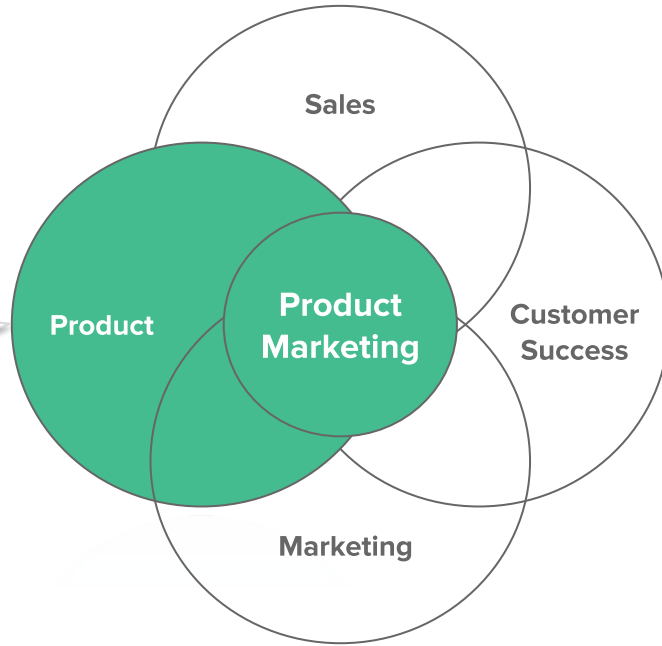
Customer Success uses competitive intelligence.

Protect and defend existing revenue against potential threats. Leverage intel of competitive landscape to solidify value of program.



Are we churning any clients to competitors?
Are all our CSMs up to speed on competitive differentiators?
What are we missing?

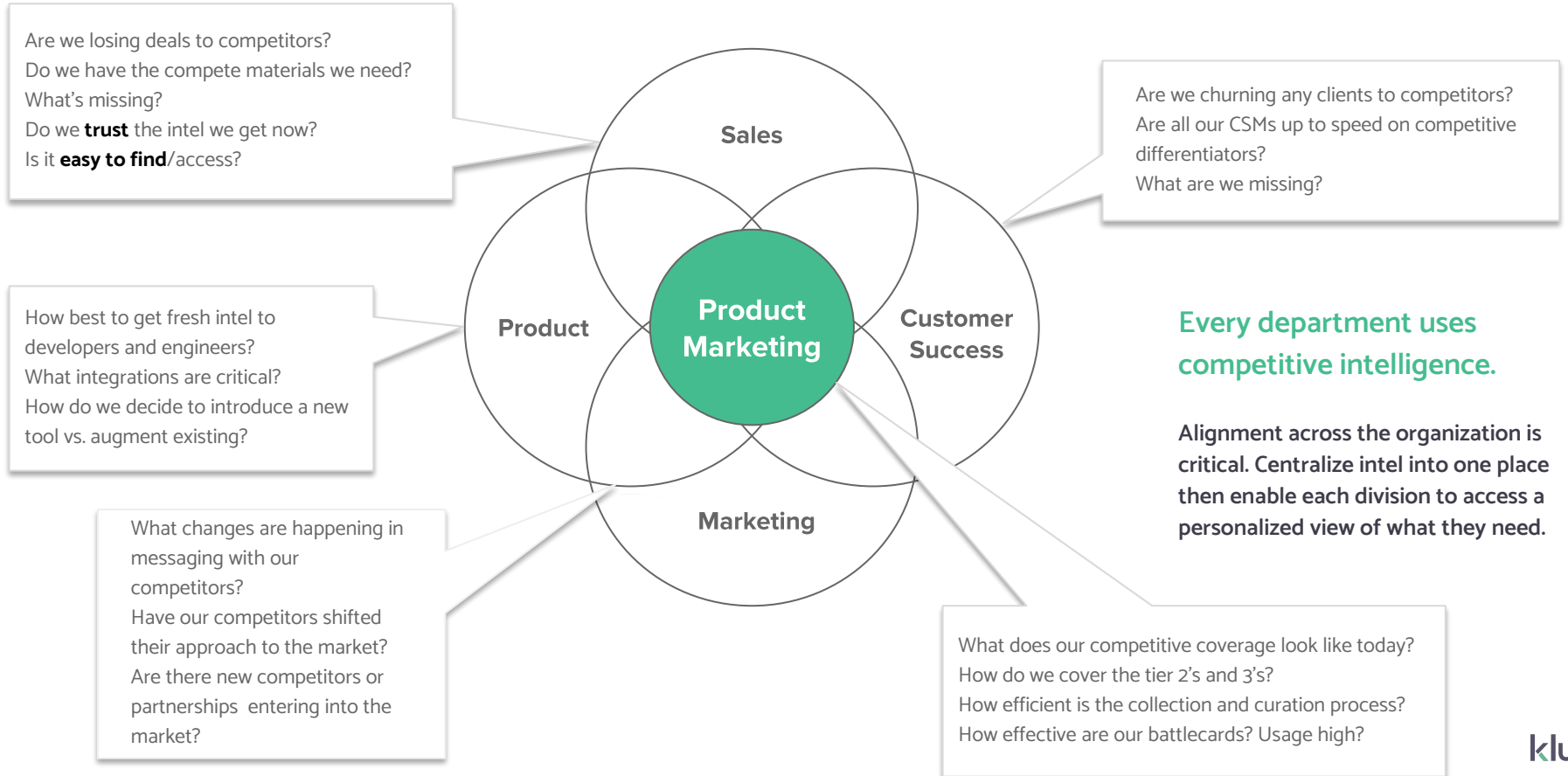
How best to get fresh intel to our developers and engineers?
What integrations are critical?
How do we decide to introduce a new tool vs. augment existing?

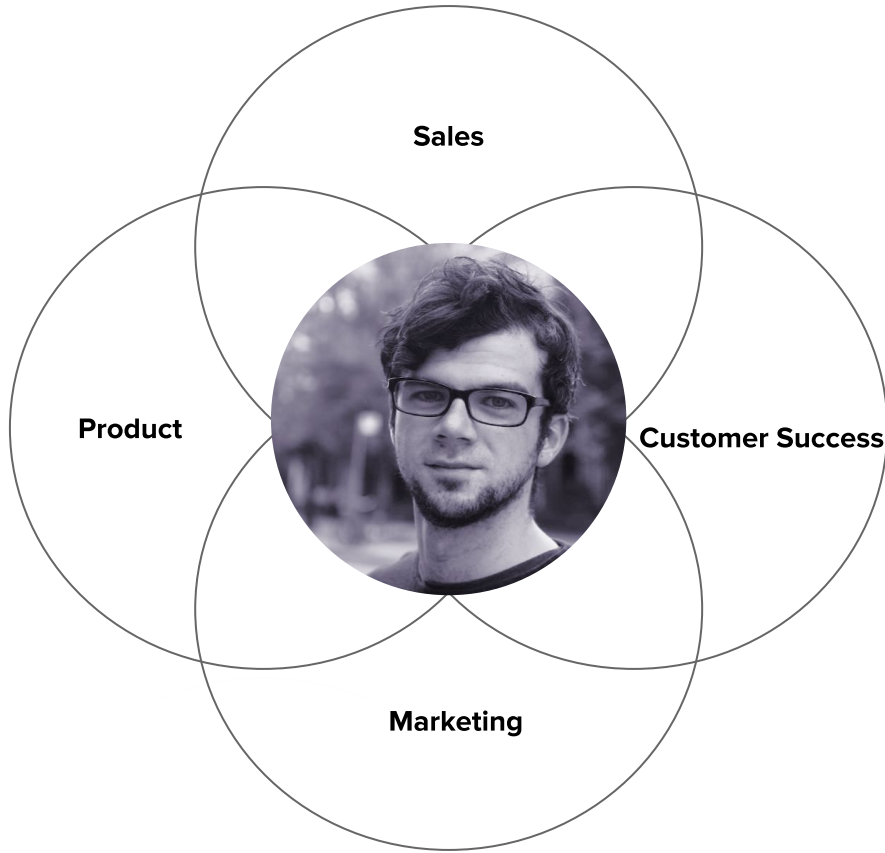


Product teams use competitive intelligence.

Validate product roadmap and vision against competitors.
Learn more about customer challenges by understanding trends in the market landscape.

Competitive Enablement: Organizational Alignment for PMM Teams





Jeremy Goldstein

Sr. Solutions Consultant - Hootsuite
Sales/Customer Success/Product



Product Marketing Manager - Taplytics
Product Marketing/Sales Enablement



Solutions Engineer - Slack
Sales/Product



Today's Conversation:

Foundation for Successful CI Program
Rolling out a CI Program
Driving Engagement around CI
Sales Participation & Support

Foundation for Successful CI Program

Rolling out a CI Program

Driving Engagement around CI

Sales Participation & Support

Key Takeaways

1. Alignment with Departmental Leadership & Philosophy
2. Make the GTM teams stars of the show
3. Map sales team maturity and structure to your enablement sessions
4. Rollout CI like a drip campaign rather than all at once



Questions?



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Solutions Engineer, Slack

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