How to Build Battlecards Salespeople Love



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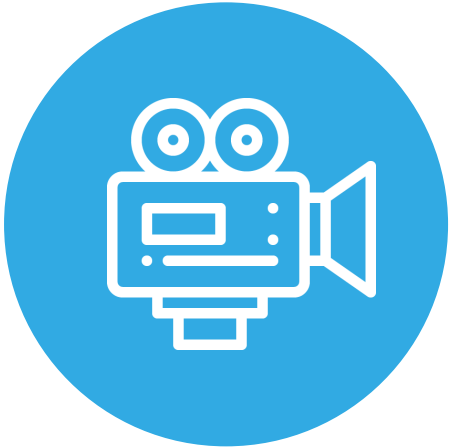
Before We Begin



We will send you the recording



Submit your questions anytime



Participate in polls throughout

Agenda

1. **Depositioning Competitors:**
   How we trained reps at Klue
2. **Battlecard Basics**
   A framework for building killer content
3. **Battlecards IRL**
4. **Questions & Wrap up**

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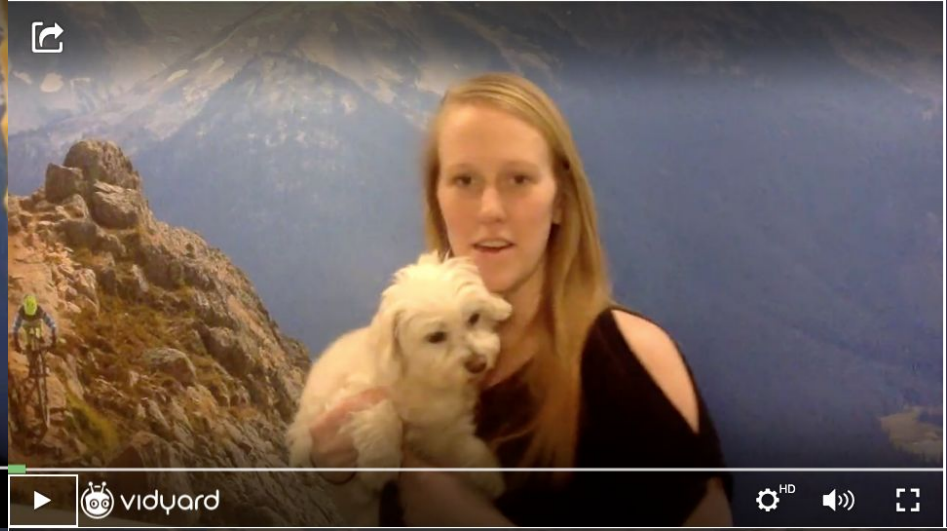
How to build battlecards that salespeople love



“How do you compare to...?”




vidyard
HD


vidyard
HD


vidyard
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vidyard
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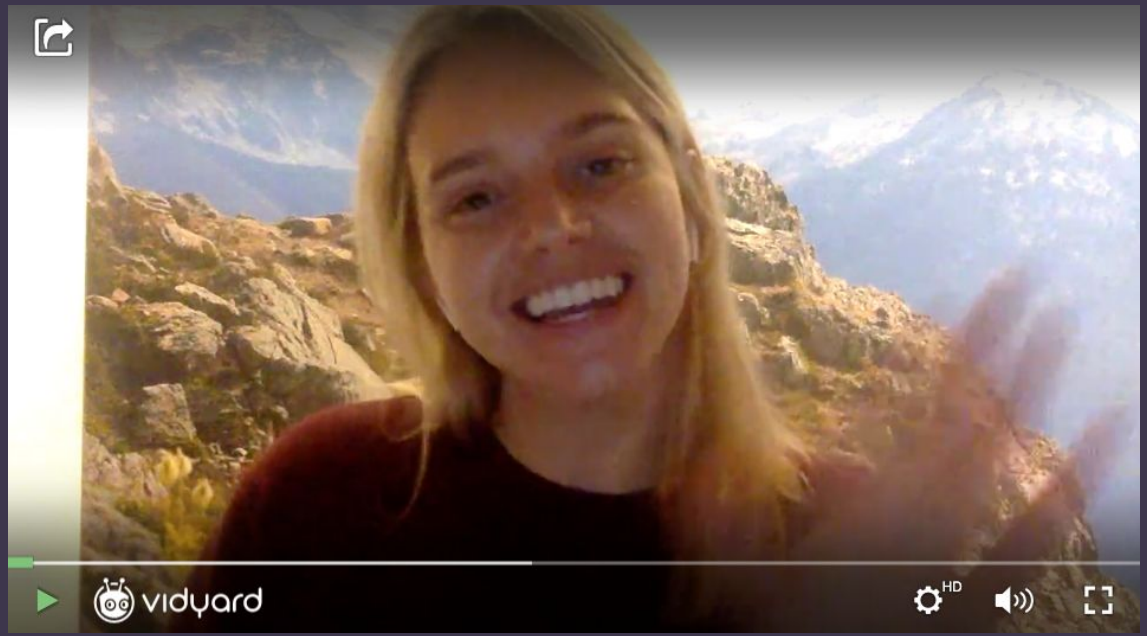
Winner, winner, chicken dinner.



Poll #1:

How many competitor battlecards are you or your team responsible for keeping up to date?

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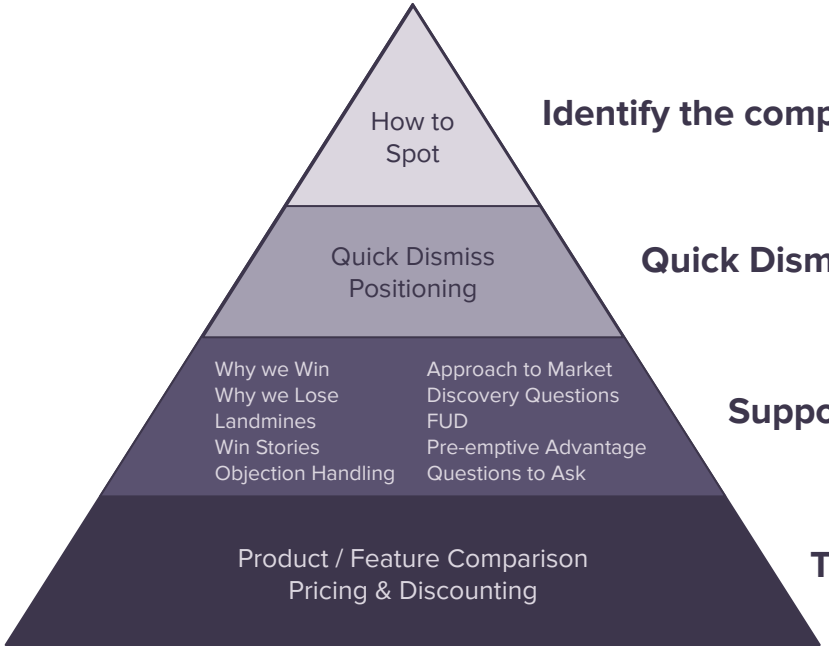
Battlecards should be ~~salty.~~



Fresh, digestible, linked to proof, conversational and easy to find.

Super Theoretical Battlecard Content Framework



Identify the competitor → Who am I up against? What do I do to find out?

Quick Dismiss → Knock them out. Brush off like a little gnat.

Support & Strategy → Okay, they're really in here.
Help me reposition and reframe!

The Ugly Details → I'm in a feature & pricing battle.
It's not going well but I still need to close this deal to make my quarter so...

Poll #2:

What battlecard content are you currently using?

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Top 8 Things to Include On Your Battlecard

HOW TO SPOT THEM

Terms to Listen For

- **"Community Members":** Their term for contacts.
- **"Response Variables":** Their product term for attributes.

Questions & Misconceptions

"How long does your setup take?"
They've been positioning our setup time as taking many months, and theirs only takes two weeks.
How to Reframe

"How big is your team?"
They tend to tell prospects that we're just a small shop with a few customers.
How to Reframe

QUICK DISMISS

Not Ideal for Enterprise

Challenges with cross departmental collaboration. Reporting and analytics poor.
Issue Detail | Reviews

Too Many Emails

Double/triple sends to customers (we got your ticket, answer to your ticket, ticket is now closed).
Issue Detail | Reviews

Article Management

Difficult to find articles (search is poor). Not easy to know which articles are out of date.
Issue Detail | Reviews

QUESTIONS TO ASK

Are periodic outages acceptable?

Angle = Stability. Zendesk has had numerous service outages compared to top tier SaaS providers like Salesforce or Atlassian. Third party reported examples here, here and here.

How important is customized reporting? Will you need to rely on the data?

Angle = Data quality: Zendesk data quality is sporadic. Their pre-built **reports** are decent, but data becomes inconsistent when building customized reports. Without high quality data, it becomes difficult for companies to track their progress and success metrics.

You have a big team.How will you handle collaboration across departments?

Angle = Ease of collaboration across departments: For larger, cross-departmental teams, collaboration is key. Zendesk struggles with large Enterprises due to restrictions and lack of visibility across departments.

APPROACH TO MARKET

Overview

Helps companies provide support and then mature with self-service and proactive engagement.

Customers

64,000 customers in 150 countries worldwide including Groupon, Box, and Zappos. Marketing tactics and product development continue to position towards enterprise-level clients (Since Q2 '18).
Marketing insights | Known Customers

Product

Carries three product lines that can be paid for individually or as a suite products. Integrates all support channels including email web, chat, and social media.
Product Intel

OBJECTION HANDLING

"We need complex survey logic."

Reframe: Question relevance of feature. When was the last time you ran a complex survey? What logic / functionality did it include? Reinforce our ease of use and product integrations.
Win Stories | Reviews

"We hear your competitor's solution now matches yours for half the price?"

Response: Challenge the validity of the solution parity. Dive into functionality and timeline of their previous beta to full-launch.
Product Details | Marketing Resources

"How long does your setup take?"

Reframe: We can go as fast as they can. Setup of the software takes 15 minutes, but we don't consider 'setup' to be complete until their recruitment is done and they're able to run their first project. We work with them every step of the way to plan out recruitment, communications, and their research schedule.
Customer Stories | Marketing Resources

WHY WE WIN

Not suited for larger teams

Although it has begun to move upmarket, they remain best suited for small and midsize customer service teams (between 10 and 300 agents). Larger teams have reported challenges with cross-departmental collaboration.
Customer Stories | Wins | Reviews

Immature case management

Weak notification system can lead to longer resolution and response times.
Wins | Reviews

Search functionality is weak

Reportedly, it's very hard to look back on historical content and find specific items/tickets.
Customer Stories

Limitations on "Essential" and "Team" packages

You can only have 1,000 open tickets at one time before they auto close them for you
Customer Stories | Wins | Reviews

WHY WE LOSE

More robust survey functionality

Reframe: Reframe prospect to consider their entire workflow beyond this feature. Shift focus back to the pains we solve around data collection with integrations, and the superior analytics and reporting features which give them more sophisticated insight into their markets.
Reviews | Win Stories

Cheaper if you only need part of the suite

Reframe: Shift prospect focus back to the full value seen by using the complete suite of products. Focus on where they will be going in the future, and the price increase later when they need to add on the other two products.
Reviews | Win Stories

LANDMINES

1. Stability

"How mission critical is this capability for you?"

Why it works? Stability is a "must have" for everyone. They have a surprising amount of outages compared to top-tier enterprise services like Salesforce, AWS, or Atlassian.

Data Outage Comparison Report

2. Data quality

"What compromises does your company make because of the lack of access to the right Data, and KPIs?"

Why it works? Their data quality is sporadic. Without high quality data, it becomes difficult for companies to track their progress and success metrics.

Reviews | Customer Stories

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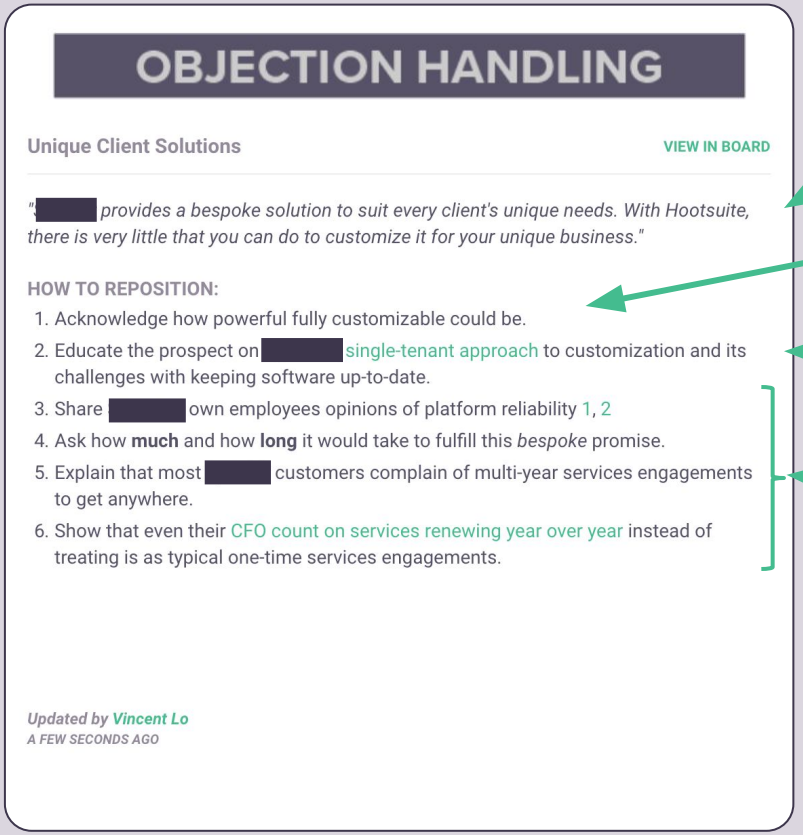
Battlecards IRL



Content Formula:

1. Outline landmine laid against us as *"what they will say"*
2. Acknowledge objection, don't outright dismiss
3. Reframe to new perspective for customer *("the way we see it...")*
4. Provide links to proof point details to reinforce position
5. Iterate with sales leaders

Objective: Increase rep confidence

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Objection Handling the easy way:

(Do this on Monday!)

Step 1 - Sit in on sales call

- Write down objection verbatim
- Write down rep's actual response

Step 2 - Identify supporting evidence

- Find external 'facts'
- Capture relevant internal 'whys'

Step 3 - Build the card

- Review with sales leaders
- Inform the team

Alt. Step 3 - Use sales leaders

- Show sales leader gap between rep's response & gathered evidence
- Write down sales leader's response

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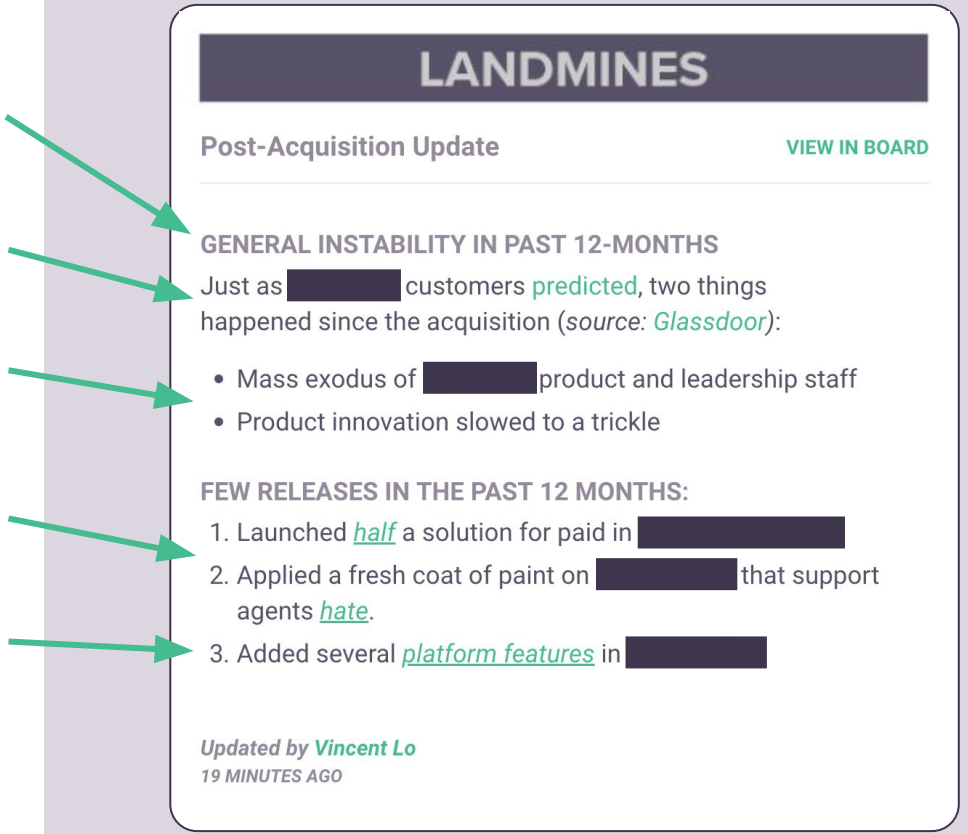
Content Formula:

1. Tie landmine back to quick dismiss or latest positioning
2. List 1-2 ‘facts’ to raise urgency *(ie. “don’t just listen to me”)*
3. Spell out why it matters to **customers.**
4. Triangulate with proof points to reinforce position
5. Add proof points regularly

Objective: Killshot vs Distraction



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Key Takeaways

1. Think like a PMM - focus on target audience and their needs
2. Think like a Marketer - use simple, concise, targeted messaging
3. Start Monday - breadcrumb and layer in detailed facts over time



Questions?

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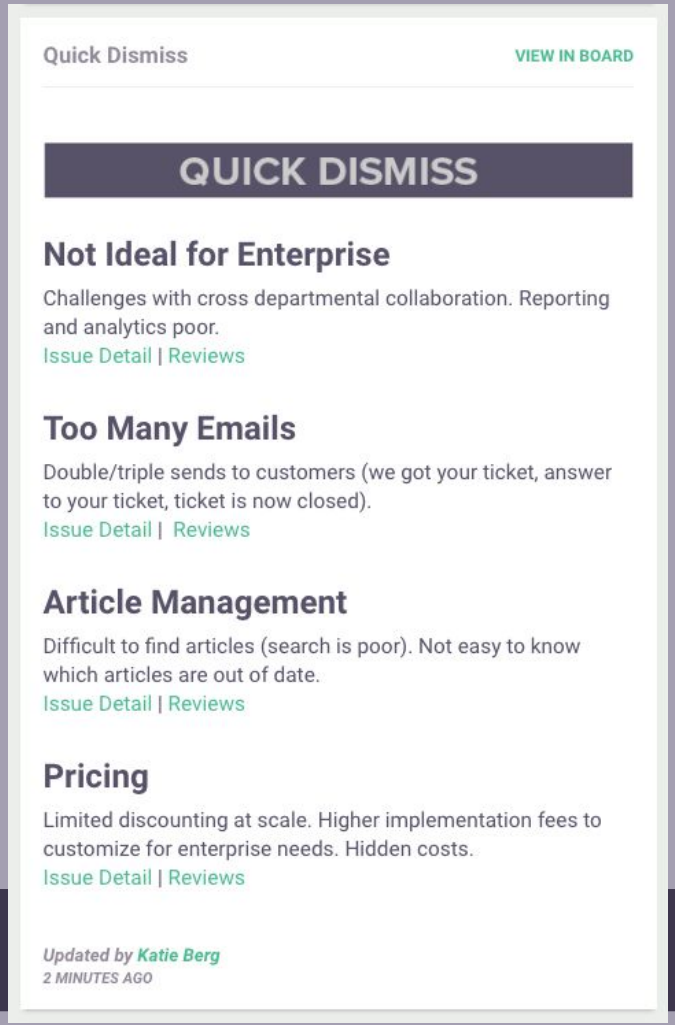
Quick Dismiss

- Enables the rep to answer the question **“How do you compare to...?”**
- Goal is quick & early shutdown from consideration
- **1-3 Quick Dismiss points:**
  - Deposition on vision before product
  - Core product features that are key to winning deals
- **Link to proof & further detail on each claim:**
  - Product facts & specs
  - Win Stories
  - Customer reviews
  - Case studies



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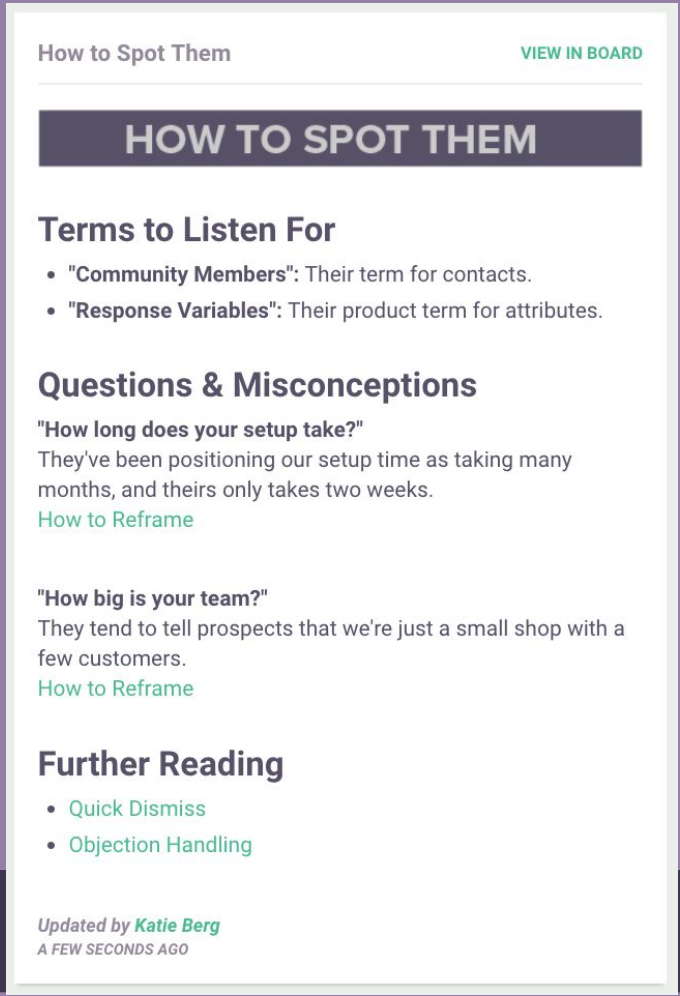
How to Spot Them

- Helps the rep identify when a competitor is in a deal without the prospect having to admit it
- Goal is to identify the competitor early so they can be more effectively depositioned
- **Teach your reps what to listen for:**
  - Terminology and language
  - Common objections
  - Misconceptions & false claims
- **Link to further detail:**
  - Quick Dismiss
  - Objection handling



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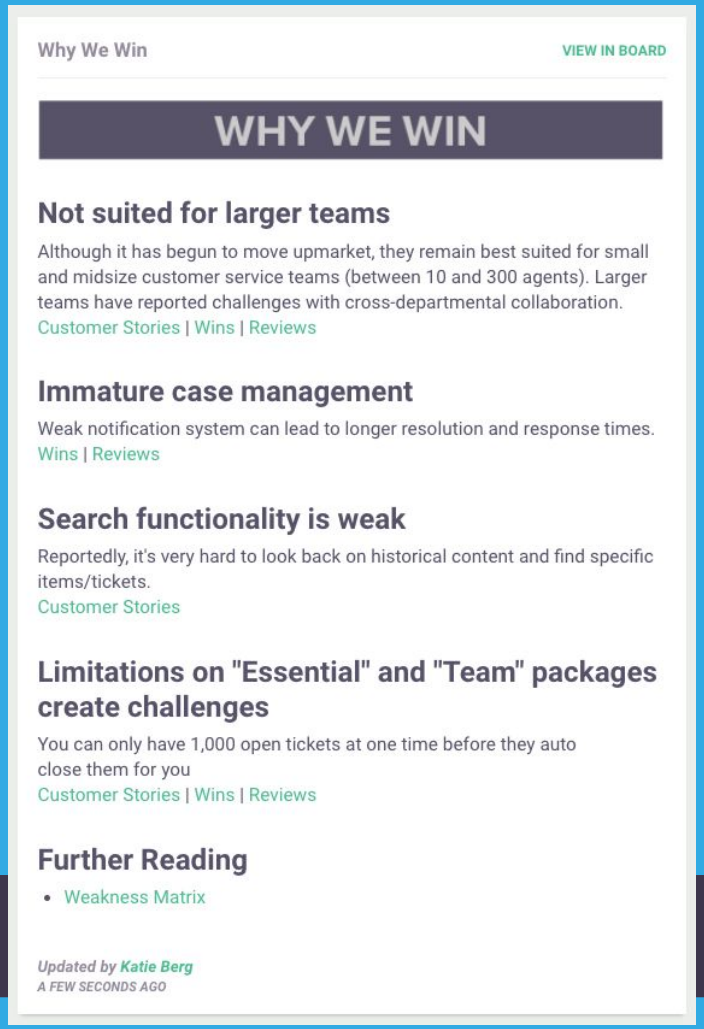
Why We Win

- Identify your strengths that matter most in closing deals against this competitor
- Goal is to shift prospects' mindset towards your strengths
- **Differentiate using:**
  - Vision & product direction
  - Current product & features
  - Services
  - Pricing/contract terms
  - ROI of solution
- **Link to proof & further detail:**
  - Who we win with (Buyer personas)
  - Win Stories



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Win Stories

- Insights into deals where you won against a competitor

- **Highlight deals that:**
  - Provide new insight into competitor tactics
  - Reinforce “Why We Win” claims

- **Include:**
  - Reasons for winning
  - Why the deal is significant
  - Props to reps/teams that influenced
  - Confirm validated intel on competitor tactics (discounts, claims, etc.)

- **Link to proof & further detail:**
  - Direct link to Salesforce deal notes

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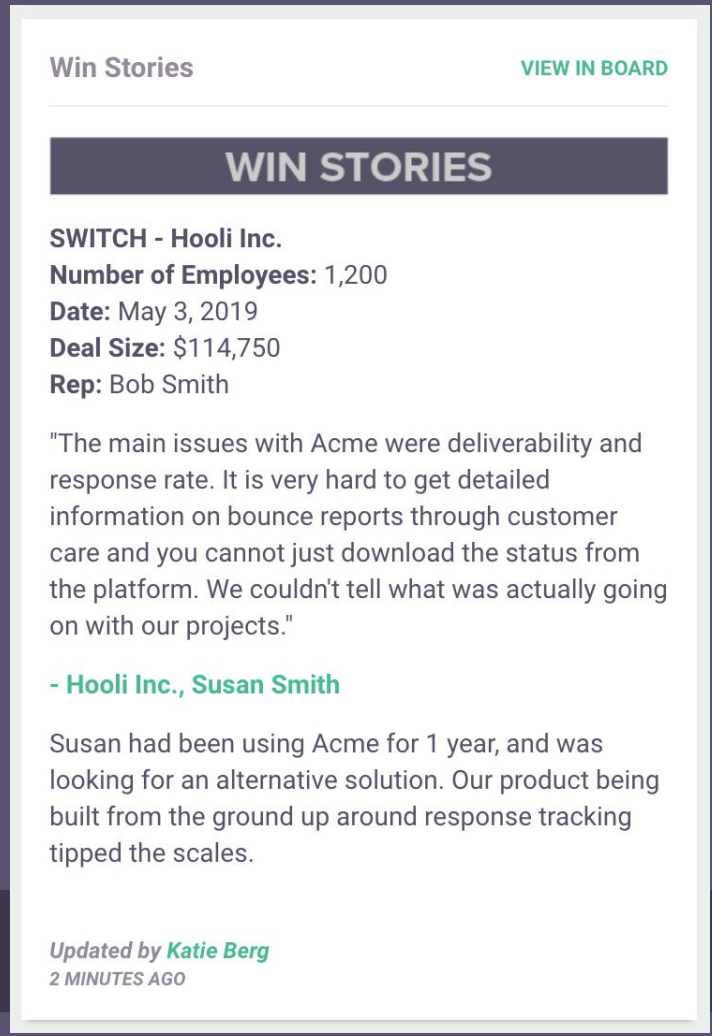
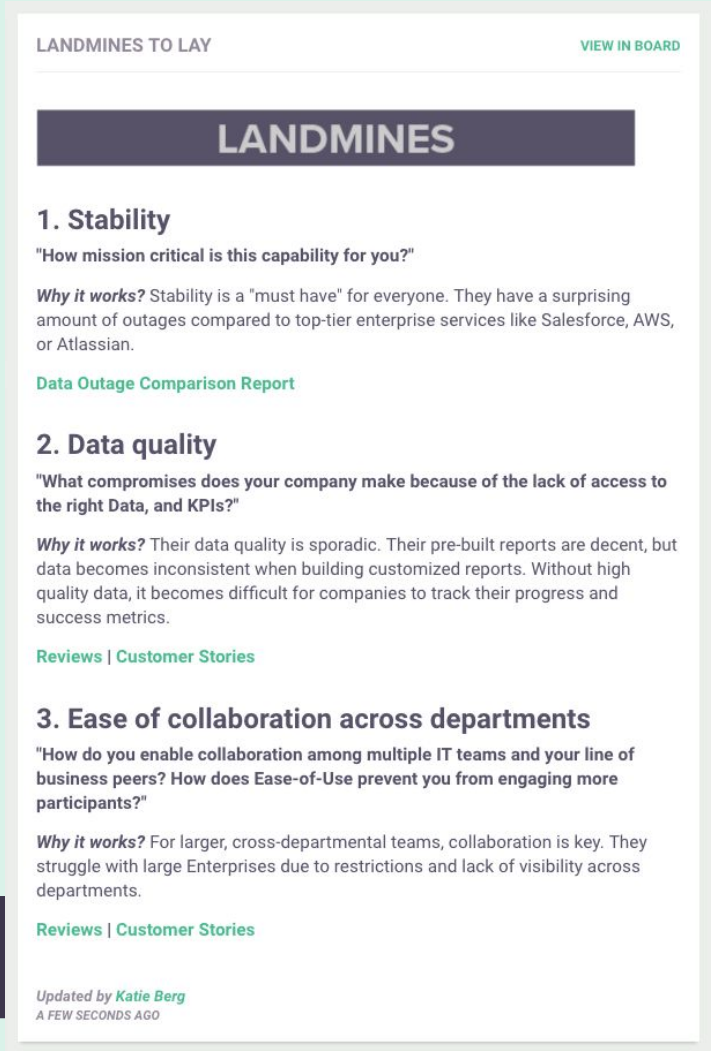


Landmines

- A landmine is used to draw attention to a competitor's weaknesses.
- List in the form of questions or statements.
- Don't explicitly call out the competitor, but seed the prospect with questions they can use to confirm the weaknesses on their own.
- **Link to proof & further detail:**
  - Customer reviews
  - Customer stories
  - Supporting documentation



LANDMINES TO LAY

VIEW IN BOARD

LANDMINES

1. Stability

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Data Outage Comparison Report

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"What compromises does your company make because of the lack of access to the right Data, and KPIs?"

Why it works? Their data quality is sporadic. Their pre-built reports are decent, but data becomes inconsistent when building customized reports. Without high quality data, it becomes difficult for companies to track their progress and success metrics.

Reviews | Customer Stories

3. Ease of collaboration across departments

"How do you enable collaboration among multiple IT teams and your line of business peers? How does Ease-of-Use prevent you from engaging more participants?"

Why it works? For larger, cross-departmental teams, collaboration is key. They struggle with large Enterprises due to restrictions and lack of visibility across departments.

Reviews | Customer Stories

Updated by Katie Berg
A FEW SECONDS AGO

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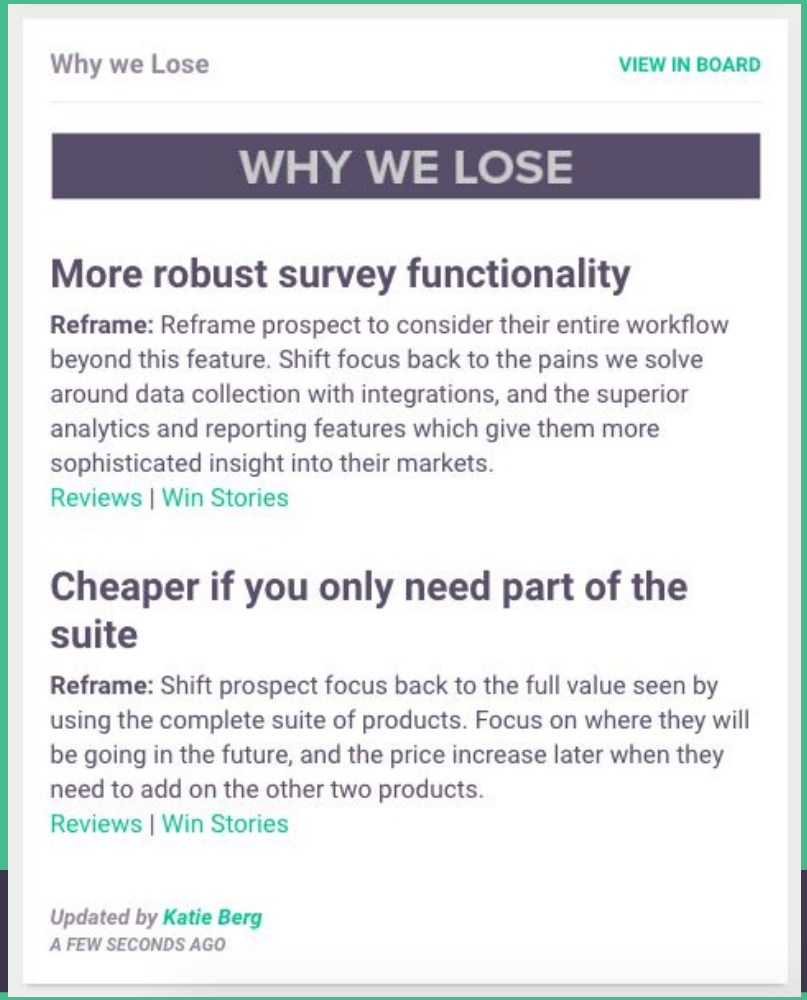
Why We Lose

- Identify your competitors key strengths that must be navigated in order to win.
- Provide strategies to counter these claims backed by customer stories whenever possible.
- **Sources:**
  - Win / Loss interviews
  - Win / Loss notes in CRM
  - Sales rep stories
- **Link to proof & further detail:**
  - Direct link to Salesforce deal notes



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