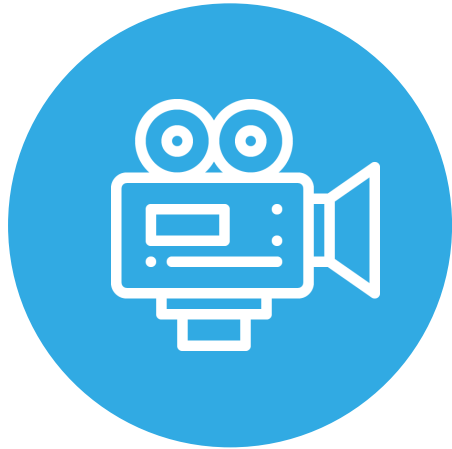


How Competitive Intelligence Programs are Shifting During the Downturn



Before We Begin



*We will send you
the recording*



*Submit your
questions anytime*



*Participate in polls
throughout*

Agenda

1

War-Time CI

A story of war-time CI

2

Emerging Trends & Tactics

How CI experts are adapting and innovating in their CI programs.

3

Questions & Wrap up

War-time Competitive Intelligence

Great businesses emerge from crisis stronger than their competition.

War-time CI principles, applied.

Build relationships to foster intel sources.

Build the systems to become the central repository.

Know everything about your competitor.

Strike with precision and agility.

Trend: Continually shifting between strategic vs tactical intelligence

We must know our competitors, customers and the market. All are necessary.

360° view of the market landscape

- Single-source of truth for insights beyond competitive: including COVID-19 impact, customer & prospect insights.
- Market insights and topic tracking (eg. M&A)
- Requires internal & tribal knowledge from all teams

360° view of the market landscape

Our Customers

- Market & additional topic boards.
- Capturing field intel
- COVID-19 messaging

@ Klue

- **War Room board** to capture market insights shared by all teams.
- **Klovid-field newsletter** in addition to weekly competitor digest.

WAR ROOM BOARD

WAR ROOM
BATTLECARDS

ALERTS MONITORS FEED DIGEST

EDIT ON
SETTINGS
NEW LANE

War Room

BATTLECARDS (4)

[COMPETITIVE ANALYSIS Q1 2020](#)

[MARKETING & PIPELINE WEEKLY](#)

[COMPETITIVE CONFIDENCE @ KLUE](#)

[SALES WEEKLY](#)

ADD NEW BATTLECARD

LANES (13)

[KEY MESSAGING](#)

[COMMON OBJECTIONS](#)

[KLUE RESOURCES](#)

[FROM PROSPECTS](#)

[PMA](#)

[CUSTOMER STORIES](#)

[AHA MOMENTS](#)

[AROUND THE WEB](#)

[COMPETITORS](#)

Core Messaging Pillars

[ACCESS MESSAGING DOC HERE](#)

It is our business to create the best way to communicate with our customers. We are not just a company, we are a community. We are a team. We are a family. We are a part of your business.

Messaging Pillars:

1. [Delivering on our promise](#)
2. [Empowering our customers](#)

Updated by Tamara Schebel
21 DAYS AGO

EVERYONE

Delaying Rollout while Teams are Remote

Objection:

"We're going to delay rolling this out to our sales team until they're all remote, so we can make sure we've got the right messaging in place."

Focus on:

- Understand roles
- Create more competitive
- Contribution of content team

Talk Track:

"Sales teams need to close as much of their existing pipeline as possible, as quickly as possible. This is the time to be smart with all the information, internal and external, to help you win and beat the competition now."

"Everyone is now working from home, so please training and develop your own reporting structure. You need a structure to enable sales and account teams. You bring your own reporting content together in one place."

Updated by Tamara Schebel
A MONTH AGO

Help Doc Links


[How Do I Keep My Company Informed During the Crisis?](#)

Updated by Kate Berg
14 DAYS AGO


EVERYONE

Klue's Own CI Series

[Channel](#)



Kick-off to Klue's Competitive Intelligence Expert Series



April 6 - 10

Appropriate Budget

April 6

"I have about 2 accounts right now who have said they want to stay flat. However, we're having a hard time getting their hands on the APPROPRIATE budgeted tier. I'm only able to share in the middle tier - something I don't want to do."

- Mel

Greatly Impacted by COVID

April 8

"Thoughts: AOT (operational and commercial security)

"Yesterday on discovery said they've been GREATLY impacted. All of their sales and their customers are being impacted and we're having to communicate and connect customers and prospects to get them into their MTRM and closing business meetings, and have had to spend a ton of time and money on re-messaging what safety precautions they are taking to the public while they continue to work - also a lot of time and money for staff on hold or on the phone for doing those calls."

- Mel



Which teams are you serving with intelligence right now?

Trend: Scaling competitive support to all internal and partner teams

Enabling all teams in a remote-only world.

Scaling insights remotely

- In-person training and shoulder taps aren't happening - results in collaboration gaps and costly loss of tribal knowledge.
- Provide a systematic way to enable all internal and partner teams.
- New appetite for CI across all teams.

How to Run a CI Committee

- There needs to be a **clear leader**
- Includes members **across multiple functions**: Sales, CS, Product, Marketing, etc.
- **Set the agenda** - Use specific competitive challenges/topics to lead the conversation
- **Give agency** to teams to update content directly in Klue
- **Set a regular meeting cadence**: monthly or weekly



Scaling insights remotely

Our Customers:

- Increased use of Intel Digests
- Cross-functional CI committee
- Executive presentations

@ Klue:

- Klovid-field newsletter
- “Show Don’t Tell” all-hands updates
- CI SWOT Team

Trend: Data-informed sales enablement

We must give Sales the right ammo they need to win.

Arm Sales to outperform competitors

- Pipelines have been wiped. Sales teams need to **close a higher rate of deals** to hit quota.
- Updated **content is critical** & sales teams are **hungry for intel**.
- Use **data to inform the content** your sales teams need.
- Keep tabs on how market shifts have impacted competitor presence in deals.

Data-informed sales enablement

Our Customers:

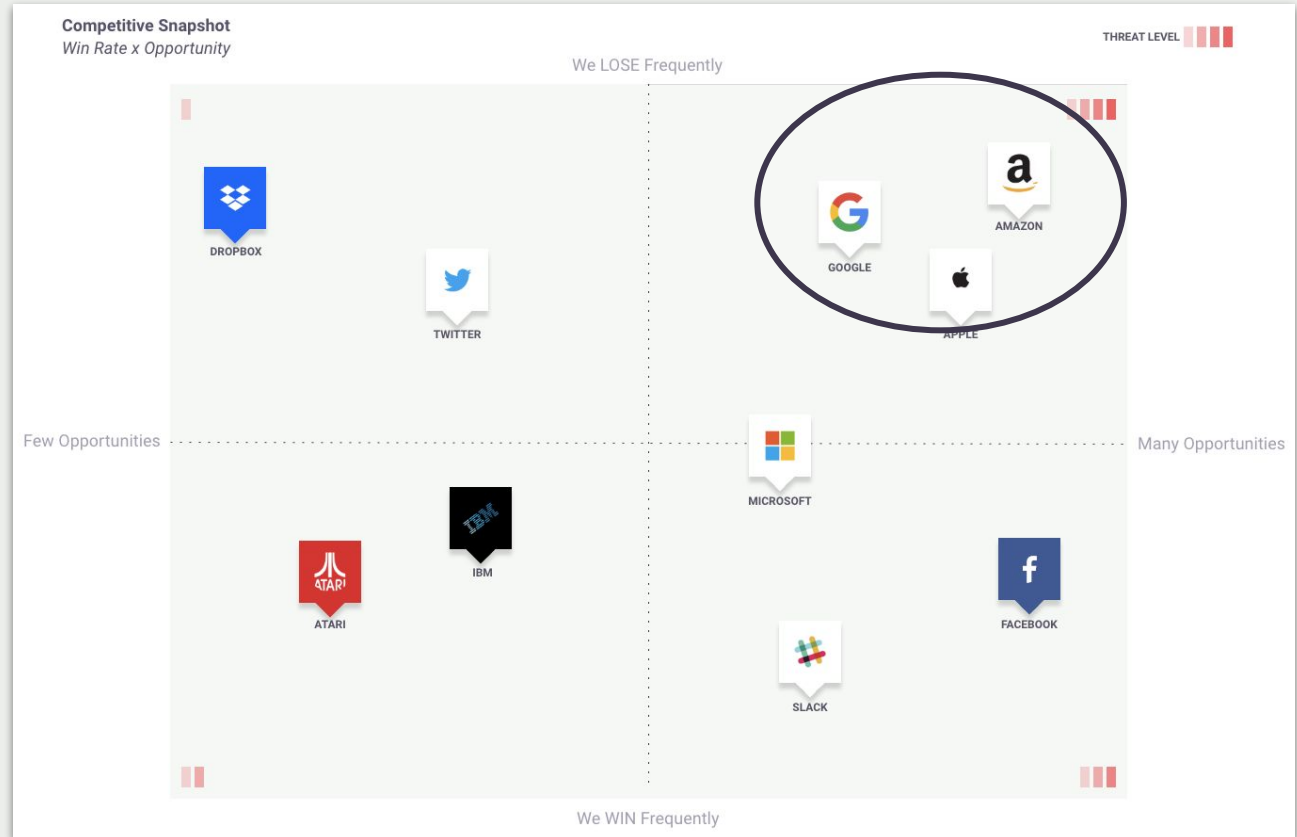
- Search data
- Sales impact analysis / competitive threat analysis
- Benchmark analysis of CI content
- Updated battlecards
 - ◆ More frequent updates on key competitors
 - ◆ A lighter battlecard for Tier 2&3 competitors

@ Klue:

- Survey to **benchmark competitive confidence** and content needs.
- Streamline CRM process to improve real-time competitive data.

Focus on Your Biggest Threats to Pipeline

In this sample, from early 2019, Google, Apple, and Amazon were clearly the biggest threats to pipeline - they were showing up in most deals, and our imaginary customer was winning fewer than 50% of these deals.



Identify where your Team is Spending their Time

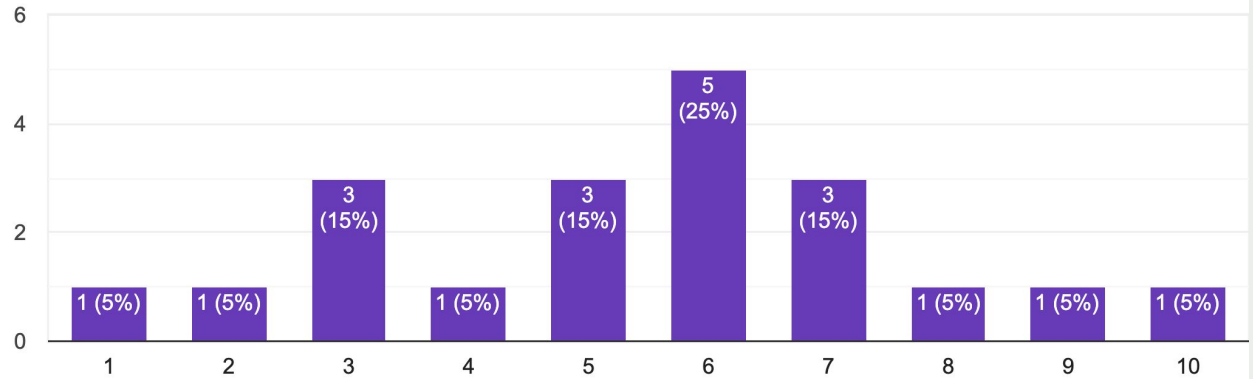
This excerpt of Klue data looks at the number of card edits, as well as the recency of edits to clearly show where Curatorrs have been spending their time.



Understand where confidence is lacking

How confident are you in your ability to coach others to lay landmines against [REDACTED] *throughout* conversations with customers and prospects?

20 responses





Which teams are asking for intelligence right now?

Trend: Competitive enablement for Customer Success teams

Everyone who defends against competitors needs competitive support.

Enable the first line of defense

- Retention is becoming one of the most important growth strategies for subscription businesses
- CS needs to be armed - they are the first line of defense and will be put on the spot by customers.
- What they hear needs to get back to PMM/CI teams. This is a massive gap and opportunity today.

Enable the first line of defense

Our Customers:

- Top of the pyramid battlecard content:
 - ◆ How to Spot a competitor
 - ◆ Quick Dismiss / high-level depositioning points

@ Klue:

- Additional content on switching costs
- Role-playing “How to Spot” & “How to Respond”

Key Trends

1. Shifting between strategic vs tactical intelligence
2. Scaling insights in a remote-only world.
3. Data-informed sales enablement
4. Competitive enablement for Customer Success teams

Questions?

Thank you!