

The Quick Dismiss Card

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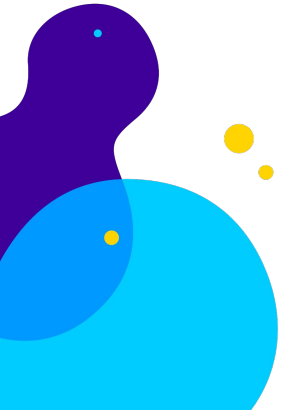


Agenda

- What is a Quick Dismiss? Why is it important?
- **Quick Dismiss Workshop**
- Debrief and Takeaways

Fundamentals of creating

Quick Dismiss Cards



What is a Quick Dismiss?

A Quick Dismiss is a brief talk track of 2-3 sentences that can be used by a seller to de-position a competitor, effectively removing the competitor from the evaluation.

Quick Dismiss 🗨️

[Feature Comparison](#)

You're not owning deployment infrastructure

Which means you **fully depend on Snowflake support to react fast in case of emergency**. You can't perform any data recovery or mitigation procedures on your side unless you have a separate on-demand deployment of a different DWH solution, which would obviously be too expensive to maintain.

Quick Dismiss

"[Redacted] is great! To our understanding, they are a **tool primarily aimed toward enabling communications teams who are focused on tracking their competitors web, PR and social media presence**. Clients that choose Klue over [Redacted] typically do so because their goal is to help

What is a Quick Dismiss?



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Anatomy of a Quick Dismiss:

1. **Compliment.** Your competitor is good at something. Lead with a positive comment about the competition to build trust.
2. **Differentiate.** As objectively as possible (or using social proof), point out what makes you uniquely positioned to solve the buyer's problem.
3. **Ask a Question.** Ask a question that leads the conversation toward the problem that you solve better than the competition.

Could you see yourself saying this?

An Example of a Quick Dismiss



An Example of a Quick Dismiss

*“How is **green tea** different from **coffee**?”*

“Coffee is surely a household staple. For anyone looking for a quick, effective way to combat fatigue, you really can’t go wrong with coffee.”

Heavy coffee drinkers often struggle with jittery feelings, an afternoon crash, and even bouts of insomnia. Green tea on the other hand provides a steady stimulus and provides less of a crash.

How important is it to you to minimize the impact on your sleep schedule?”



An Example of a Quick Dismiss

*“How is **coffee** different from **green tea**?”*

“Green tea is absolutely a historic beverage. There are certainly people out there that prefer green tea for the more mellow energy boost throughout the day.

Aside from the fact that coffee generally provides more energy, coffee is in fact healthier than tea due to it's benefits toward fibre intake, microbiome health, and even reduced risk of certain cancers.

How are you considering the impacts to your digestive health in your evaluation?”



Quick Dismiss Workshop

Come Up With a Quick Dismiss



Instructions:

- Breakout Groups of 5
- You will have **20 minutes** ⚡
 - 2 minutes - Introduce yourselves
 - 3 minutes - Choose a competitor to Quick Dismiss
 - 5 minutes - Come up with a Quick Dismiss
 - 10 minutes - Practice your Quick Dismiss
- Come back to debrief and share

Some Other Examples

Uber

Uber vs. Taxi



Apple vs. Android



NETFLIX

Netflix vs. Blockbuster



Electric Vehicles vs. Gas Vehicles



Or use your own competitor!

Debrief

- What worked? What didn't work?
- Where did you struggle most coming up with the Quick Dismiss?
- How did you feel saying the Quick Dismiss out loud?
- Did you change your Quick Dismiss once you started rehearsing?
- Any other takeaways?

Key Takeaways

- The Quick Dismiss is a **powerful tool** for enabling your sellers to win competitive business.
- The Quick Dismiss is often **the first thing a seller will look for** when they're learning about a new competitor.
- An effective Quick Dismiss **requires an understanding of the competition** – strengths and weaknesses, and ultimately why your solution is differentiated.
- A Quick Dismiss should **feel natural** when recited aloud.
- Work with your sellers to **continually improve** your Quick Dismiss over time.



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Thank You!