SpotOn Creates a ==Competitive Program with High Adoption== for a 100% Remote Team

The Problem ⚙️

SpotOn runs a 100% remote global sales team with 800+ reps. As the market grew, the team was faced with an increasing number of competitors daily. Product Marketing had the challenge of equipping these reps to outposition and understand the landscape across multiple product lines. Sales required an in-depth understanding of how to reframe conversations on not only what SpotOn offered today, but planned for the future. Issues included:

- Lengthy battlecards that weren't mobile-friendly for remote teams
- Assumptions on why they win or lose without data to back it up
- Lack of consistent understanding on how they compare to different competitors across multiple industries
- Scattered competitive content made finding insights difficult

The Product Marketing planned for a competitive program that would directly tie to revenue -   supporting sales first, with a need to expand to other teams such as the C-suite, PM and Client Services.

> " *The need for CI goes beyond just tactics for sales. It's a strategic program that must drive more impact and revenue, in a short period of time. The market is constantly evolving, so everything you do must have a bigger impact.*
>
> *Hila Lauterback, Sr Director and head of Product Marketing*

Why Klue 🤔

The Product Marketing team evaluated various Competitive Intel platforms, and chose Klue for the following:

- **Klue's UI was much more intuitive**, making user adoption easier
- **Klue offered more comprehensive integration options** so insights could be shared in Slack, Salesforce, Seismic and more
- **Klue Sales team were true partners** throughout the eval process, giving SpotOn the needed confidence to move forward
- **High level of support and expertise from the CSM and Support teams** evident early on, and continued many months after signing

Results 🏆

> " *Klue is an essential part of our HAE training and the competitive insights are essential to our success in selling Restaurant POS. Every SpotOn rep that goes through HAE OBT and Restaurant Certification are taught to use Klue to give them an edge against our competition.*
>
> *Matt Lafferty, Restaurant Sales Director*

In just 1 year, Klue adoption by reps has been very high and the PMM team is seeing strong results::

- ==95% of the top 20% sellers== use Klue every month
- ==74% of sales== rank Klue as having an impact on their deals (NPS survey)
- ==860 active Klue users== with a 76% avg monthly usage since launch
- ==22 competitor== battlecards

How a Lean Team Builds Competitive Enablement

> " *Klue has been very impactful for me to learn about our competitors before going into new merchants. That allows me to point out additional benefits SpotOn offers to helps businesses grow and save money.*
>
> *Lee Rosenblatt, Sales Executive*

Supporting ==Multiple Teams==

Building a competitive program from scratch with limited time and resources took great planning and a strategic approach, particularly by a team of one. Here's how she did it:

1. A **single competitive source every team uses to understand their landscape of 20+ companies**, allowing them to dive deeper for competitor-specific details. Reps are better equipped to respond when needed.

2. Partnering with Klue services, **battlecards were revamped with better content, product grids, and a new ROI model** to support competitive success objectives

3. Klue insights shared through Seismic became the **single hub all reps trust and use as their "go-to"** for competitive content

4. **Measuring the adoption of competitive insights.** The team can view most used collateral, cards and battlecards so they can prioritize efforts

Supporting Multiple Teams with Competitive Intelligence

> " *Using Klue, we're now enabling multiple teams to see the broader, bigger picture. Competitive intelligence has really given us a seat at the executive table, because product marketing plays a strategic role at the company now.*
>
> *Stefan Borys, Communications Manager, Field Marketing*

==Sales Enablement.== Supporting sales first meant tying their competitive program to revenue and increasing visibility and from other teams such as Product Management. Content included helping sellers win, product fact sheets and dynamic battlecards with product and price comparisons, SWOT, strategies and landmines.

==Product Enablement.== Content provided to Product Managers is now rooted in CI, so the Marketing team can easily deliver weekly product release notes and sales roadmaps for reps to have better conversations about upcoming features. Much of the competitive content now goes into every product and GTM plan.

==Strategy Enablement.== The team plans to summarize competitive insights with other key forecasting and analyst reports, to support the C-Suite with comparison decks, pricing and bundling offerings.

> " *Klue has been extremely helpful in quickly accessing insights. Research is time consuming. Competition comes in waves. Klue helps me ask the right questions, look like an expert and show how SpotOn adds more value to those features they already use and love.*
>
> *Preston Hardaway, Team Lead, Small Business Consultant*

Customer Overview 🤝

SpotOn helps restaurants, retailers and small businesses to compete and win local markets. They offer managed software, point of sale systems and payment solutions to customers around the world. They also have an enterprise sports and entertainment business, covering 60% of the major sports league stadiums across the U.S. SpotOn is currently valued at $3.6 billion dollars.

Ready to level up? Klue can help. Book a demo.

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