

Benevity's Competitive Enablement Reduces Deal Cycles by over 60 Days

The Product Marketing team at Benevity launched their 1st Competitive Enablement program to track the massive growth in their competitive and market landscape, enable their Sales teams, and to support new product launches. **They chose Klue for their platform (over Kompyte and Crayon) because of the focus on both collection and enablement, best in class battlecards and investments being made in the Klue product.** In just 8 months since launch, they are seeing great success with Product and Sales teams. CI owners are saving significant time/week while increasing competitive coverage 7X. And, rep deal cycles have been reduced by 62 days!

What was the problem?

Benevity kept track of their competitors in a variety of ways, but didn't have a competitive enablement program. They maintained a Slack CI channel, did a few Win-Loss interviews and kept tabs on a handful of their competitors in Confluence and other tools. But, **their revenue teams were asking for more - not only differentiation on their current products, but intel on new competitors they would be facing with their planned market expansion.**

Tara Scott along with Benevity leadership, quickly realized they could do so much more with a program in which they could track market indicators, win/loss trends, existing and potential competitors, and product details to help them best understand their current sales environment, and enable other teams with relevant insights.

With the encouragement of her Director, Tara led the effort to look for a Competitive Enablement platform to support her needs, and evaluated Klue, Crayon and Kompyte.

Why did they choose Klue?

After a careful evaluation of all 3 tools, Benevity chose Klue because:

- **Focus on both competitive intelligence and enablement**, rather than just research and collection
- **Best usability** in collecting and finding relevant insights, and easiest to use for creating battlecards
- **Investment** on product and feature roadmap/development
- The **only clear solution** that could grow with Benevity

The results are in!

Competitive Enablement success was tied to proactive, accurate distribution of insights to reps. Tara and the team have been able to create 10+ battlecards since launch, and are seeing very strong results in their first 8 months of launch:

- Klue users shortened their **deal cycles by 62 days**
- **7X increase in competitive coverage**, in addition to 70 up-and-coming and adjacent competitors tracked in the background
- **Time savings of 5+ hrs/ week** for the team building content. Automating collection + distribution of insights allowed them to re-focus on strategic deal support

Their post-launch success also allowed for an additional Competitive Enablement hire to be made, so Tara could extend her support to other parts of the business beyond Sales.

How Klue helped?

Klue allowed Tara and her team to **centralize competitive content and create an efficient way of tracking their rapidly expanding competitive landscape.** They went from "tracking" just a handful of competitors via Google Alerts to keeping tabs on 70 today using Klue. Their Compete program supports Sales, Renewals, Product and the Executive leadership teams with valuable insights

By having a centralized, automated platform to organize and distribute insights across Benevity, Tara and team are spending time where it matters most - generating revenue and keeping their large community of customers supported and happy.

About Benevity

Benevity, a certified B Corporation, is the leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. **Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities.** With software that is available in 22 languages, Benevity has processed more than \$10 billion in donations and 46 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 770,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://www.benevity.com).

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I was learning the best insights from our sales team. It was great that they recognized my role and trusted me enough to share, but I wanted a platform that allowed me to bring insights to them more often than not. I should be finding insights first.

Tara Scott
Manager, Growth & Market Intelligence at Benevity



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The other CI solution we evaluated offered an analyst to help build content, but this didn't sound like a value-add or time saver. Training someone from outside our company to build our newsletters would have just frustrated me and taken me even more time.

Tara Scott
Manager, Growth & Market Intelligence at Benevity



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As our industry for Corporate Purpose Software expands exponentially, many new entrants are being drawn to our market. Klue has been invaluable in helping us track strengths, weaknesses and other key insights about other providers - undoubtedly helping sales sharpen our value prop and adjusting to constant changes to maintain our high win rate.

Michael Mall
Vice President, Sales at Benevity



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As we grow the team whose focus is retention and upsell, it's more important than ever that we are equipped to win in competitive situations - especially with the current economic winds. Tara's enablement around Klue has already helped my team to proactively mitigate risk.

Ella Levy
Renewals & Growth, Benevity

