

How ClickUp Launched Competitive Enablement in 1/3 of the Time

Customer Since 2022

Industry: b2b SaaS

Why Competitive Enablement?

ClickUp is in the fast growing Productivity category. Almost every one of their deals was highly competitive with so many niche players entering the space.

Reps needed more and more insights on a growing list of competitors, so Mike Berger, VP of Product Marketing, decided to create a more structured Competitive program to support this need and hired a team to get started. Mike wanted to create more innovation in their space - focusing on differentiation and helping his team scale to sell upmarket. He brought on Andy McCotter-Bicknell to level up their competitive program. Andy was looking to:

- Get a **better pulse** on niche players
- **Understand what competitive content was** being used by who
- Give sellers a **“window” into which reps were winning deals** against certain competitors
- Drive strong sales adoption of their **Competitive program, capture learnings and measure results**

Why Klue

To help build his program, Andy initially selected another CI tool, one that he was already familiar with, but soon decided to investigate other platforms that could better support his needs. After a thorough eval, including showing different platforms to his top sellers, they made the switch to Klue. A few reasons why include:

- Klue's nested cards and multiple presentation options could **improve seller adoption**
- A tagging system that makes **content maintenance and discoverability easier**
- **Deeper Integration options** with their existing toolstack - Salesforce, Slack and more
- Alerts Triage mode so Andy could quickly action on intel
- Deeper reporting and user metrics so he could understand what reps were using
- Win-loss data auto shown in battlecards for reps to see who is winning on which deals

Klue Services Value

Andy was a fan of Klue's 'everboarding' plan, which included data migration services, Competitive Maturity assessments, CI adoption tactics, battlecard best practices and a variety of reporting and measurement presentation templates. Battlecards were reformatted to better support sales adoption.

Andy has created a consistent delivery of competitive content to many teams - Sales, Product, and Execs - through monthly newsletters and ad-hoc updates in their CI Slack channel, and by sharing win stories from sellers so that the broader team understands how we win. He was able to launch his Compete program in just a few weeks using Klue Services and the best practice support received.

Results

Understanding the impact on competitive win rates and sales consumption are 2 important measures of success for ClickUp's Competitive Enablement program. Their program is gaining momentum, with many sellers sending Andy and team positive messages.

- **> 50% time savings** in collecting and enforcing action on key insights, especially with Alerts Triage mode
- With the help of Klue Services, ClickUp's Compete program, originally planned for 90 days, launched in just 3 weeks, **taking only 1/3 of the time.**
- **3X increase in tier 1 Competitive coverage** while still covering their bases from lower threats

Customer Overview

ClickUp is one app to replace them all. It's the future of work. More than just task management - ClickUp offers docs, reminders, goals, calendars, and even an inbox. Fully customizable, ClickUp works for every type of team, so all teams can use the same app to plan, organize, and collaborate. ClickUp is trusted by millions of users and over 100,000 teams at the world's best companies like Google, Airbnb, Uber, and Nike.

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Klue has been an awesome partner. The platform includes features I need for my work and to support my sellers. Their community and thought leadership around Competitive Enablement is top notch. It was the best decision for us to move to Klue to support our program

Andy McCotter-Bicknell
Head of Competitive Intelligence at Clickup



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Klue is my go-to resource for getting up to speed on competitors. It's super easy for my team to apply in deal settings. And it's available everywhere we go - Salesforce, Slack, and ClickUp.

Jake Vago
Sr. Enterprise Account Executive at Clickup



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Klue Services is an extension of ClickUp's Compete team. As a team of one, this is huge for me. They shared new learnings from other successful teams, and helped deepen my competitive toolkit. I'm always confident that my Competitive Enablement program is under control. I couldn't be happier.

Andy McCotter-Bicknell
Head of Competitive Intelligence at Clickup

