Community Brands’ PMM team, led by Tirrah Switzer, started with just 2 people in charge of over 25 different products, and no Product Marketing ownership. Another division had purchased Crayon but reps weren’t using it. Tirrah’s team kept track of competitive intel in static documents posted on Confluence, but as their knowledge grew, they couldn’t keep up with the depth and breadth needed. When her team moved to the Sales org, leadership made Competitive Enablement a bigger priority. She began a full evaluation of tools, including Crayon, and decided on Klue for the multiple feedback options, native mobile app, pricing model and superior experience with the team. Community Brands has been a Klue customer since 2020 and are seeing great results with increased win rates up to 10%, rep ramp time dropping by ⅓ and in less time it takes to move deals through competitive complex processes.

Why Klue?

Another division at the company already had Crayon in place, but reps weren’t using it. Tirrah and team began evaluating other tools to support the creation of their new program. They had light content on each tier of the competition, and what they could through static PDFs and spreadsheets in Confluence. Having a deeper understanding of the competition was too major focus for the PMM team.

Multiple feedback options for reps to provide in the moment insights learned in deals

Multiple feedback options for reps to access information on the go

Strong on-endorser customer base that was excited to share when reps need it

Superior experience with the tool during the sales evaluation process

Our Competitive Enablement Program increases Win Rates by up to 10%

Tirrah gives Klue “...the best competitive intelligence platform out there and already had experience with it. So, we thought — why not look at it first — let’s see how it works.”

I love the quick snapshot of the battlecards so I can very quickly understand our competitive landscape and what our competitors are doing. With Klue we can learn to better position and differentiate our solutions to our customers to think differently about their business, we want to quickly understand our competitors! Klue is part of our standard onboarding, and as we develop conversations that drive our opportunities, which content contributes to most dollars and Leadership key insights allowed more reps to access information on the go.

With many products in Association & Events and just 2 PMM’s, it was a challenge for the Product Marketing to fully understand their competitive landscape. They had light content on “why it matters” to better combat FUD. Reps needed more comprehensive insights and enablement on how to outposition our “why it matters” to win deals. FUD, pricing model and superior experience with the team during the sales evaluation process.

Strong referenceable customer base that was excited to use the Klue digest, battlecards and Slack without Klue! Our Competitive Enablement Program supports our entire Revenue team — new business reps, SDRs, Sales Engineers, Renewals. Our context conversations need to be informed by an ever-evolving competitive landscape and what other platforms are doing. What’s next?

Klue is the secret weapon of the boardrooms. I look very quickly understand our competitive landscape and what our competitors are doing. With Klue we can learn to better position and differentiate our solutions to our customers to think differently about their business, we want to quickly understand our competitors! Klue is part of our standard onboarding, and as we develop conversations that drive our opportunities, which content contributes to most dollars and Leadership key insights allowed more reps to access information on the go.

Reduce PMM time by 50% and stakeholders time by 10% losing more reps. They need to make more informed decisions. What we’ve built our program to support the entire Revenue team — new business reps, SDRs, Sales Engineers, Renewals. Our context conversations need to be informed by an ever-evolving competitive landscape and what other platforms are doing. What’s next?

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