

# Competitive Enablement Program Increases Win Rates by up to 10%

Community Brands' PMM team, led by Tirrah Switzer, started with just 2 people in charge of over 25 different products, and no CI 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 landscape grew, they could no longer 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 eval 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 1/3 and in less time, the PMM team has doubled competitive coverage.** Tirrah gives Klue credit for helping create a more healthy competitive culture at Community Brands, where reps are better able to differentiate and win on strengths.

## The Problem

With many products in Association & Events and just 2 PMM's in place, it was a challenge for the Product Marketing to fully understand their competitive landscape. They had light content on their key competitors, and the PMM team was manually collecting what they could through static PDF's preadsheets and pages in Confluence. Having a deeper understanding of the competition was not a major focus for the PMM team.

A re-org with Marketing rolling up to Sales changed things. The new Sales leadership really understood the importance of having a competitive program in place. Tirrah Switzer, Sr Director of PMM, and her team wanted to revamp battlecards that included reasons on "why it matters" to better combat FUD. Reps needed more comprehensive insights and enablement on how to outposition different tiers of competitors. Tirrah and team began evaluating platforms to support the creation of their new program.

## 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 and switched to Klue for:

- Pricing model that better supported Community Brands scale and needs
- Multiple feedback options for reps to provide in the moment insights learned in deals
- Native mobile app for reps to access information on the go
- Strong referenceable customer base that was excited to share their success stories
- Superior experience with the team during the sales evaluation process

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*I love the quick snapshot of the battlecards so I can very quickly understand our competitors! Klue is part of our standard onboarding, and as we develop conversations that drive our customers to think differently about their business, we want to teach our reps how to differentiate between our world class solutions and what our competitors are doing.*

**Rex Wolfe**  
M.Ed., Director Sales Training and Enablement

## The Results:

With Klue, Tirrah and her team were able to:

- **Increase win rates by up to 10%** across all product lines. Win rates have been increasing yearly since using Klue.
- **Double their competitive coverage**
- **Reduce ramp time for new reps by 1/3**, allowing more reps to sell like seasoned reps much faster
- **Reduce PMM time to find and distribute insights by 50%**, using the Klue digest, battlecards and Slack
- Time savings allowed Tirrah to identify other areas that needed attention, such as repositioning, new research, and more win/loss interviews

An added benefit to having a successful Competitive Enablement program is creating a culture of healthy competition, where sellers learn to better position and differentiate

## Customer Overview

Community Brands is the leading provider of software solutions for associations, nonprofits, and K-12 schools, serving over 50,000 clients in 30 countries. They provide solutions for association and school management, 501c3 fundraising, fund accounting, event operations and career development.

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*The decision to switch to Klue was easy. We looked at what other platforms were out there and already had experience with one. So, we thought — 'why look at anyone else but the best?'*

**Tirrah Switzer**  
Senior Director of Product Marketing at Community Brands



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*Considering how often market shifts occur, and the vast amount of competitive intel that's out there, it's been great to leverage Klue. I really enjoy getting the digest, as it highlights insights I may have missed. Having updated battlecards at my fingertips is a tremendous competitive advantage for my entire team. We would truly be lost without Klue!*

**Jeffrey Bachelor**  
MBA, MSA, Director, Enterprise Accounts at Community Brands



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*Our Competitive Enablement program supports the entire Revenue team — new business reps, SDR's, Sales Engineers, Renewals. Our content contributes to most of our up-sell and cross-sell opportunities, which allows me to measure our impact to dollars. And, I'm proud to say we've built our program to also give Marketing, Product and Leadership key insights they need to make more informed decisions.*

**Tirrah Switzer**  
Senior Director of Product Marketing at Community Brands

