5 LAWS

of Highly-Effective Battlecards

1 Cut out the marketing lingo

2 Don't make a point, tell a story

3 Create a consistent structure & make your battlecards accessible

4 Get feedback from your end-users

5 Keep your battlecard content fresh and fluid

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Only 5% of competitive experts reported that their end-users are completely satisfied with their competitive content. Yikes.

So, let's create battlecards that *will* **satisfy them**.

Here's your checklist to help you the next time you're drawing a blank when building out your competitive battlecard:

1. Cut out the marketing lingo

Sales reps are never going to use talk tracks or battlecards that are built in a marketing ivory tower. They need to use tried and tested messaging that they <mark>trust is correct and will work in a deal.</mark> Buzzwords aren't going to help product teams understand how their functionality stacks up.

🤔 HOW TO DO IT?

- Embed Gong clips of sales reps successfully using that competitive talk track

- Source your intel! When and where did you get the competitive information?

- Use language that buyers and sellers are using in deals

- Ask for feedback from a smaller pilot group to tighten your content

FROM THE EXPERTS

Andy McCotter-Bicknell

Head of Competitive Intelligence

ClickUp

> I had this fantasy of creating this novel of a battlecard... I was using 'robust' and 'seamless', all of these gross marketing words.
>
> Then a sales rep told me 'I'm not going to use any of this', and it started a process of tearing down what I had and building a new format which was ==100% based on the feedback she gave me. I sent it over to a bunch of other sales leaders... and then got great feedback!==

Chris Agnoli

Competitive Enablement Manager

JUNIPER NETWORKS

> **We've empowered reps.** When they look at our battlecards, if they agree or disagree with them, they have the freedom and have been trained to comment by either ==bringing competitive intel to correct us or to congratulate us when we've gotten something right.==

2. Don't make a point, tell a story

Sales don't have time to read an essay. ==They need clear direction on how to address a competitor in as few words as possible.== BUT! If it's just a list of bullet points thrown at them? Well, that's not helping either. Guide your end users on how to navigate these competitive situations.

💭 HOW TO DO IT?

- **Know** - What do salespeople need to **know** to use the talk track effectively?

- **Say** - What do salespeople need to **say**?

- **Show** - What do salespeople need to **show** to reinforce the information they provide?

In over
85%
of calls your buyer **asks a question directly about a competitor** or provided by a competitor.

🧠 What You Need to Know

We Offer 242 Integrations (and counting).

Our Free Tier and Flexible Package Options
allow clients of all sizes to benefit from our products and services.

Transparent Billing
means zero hidden fees — clients know what to budget every month.

🗣️ What You Need to Say

☑️ **Steer the conversation** toward budget.

☑️ **Ask,** "Would you like to lower your total cost of ownership?"

☑️ **Describe** our solution/ integrations and what that means for productivity and time management.

❤️ What You Need to Show

Our End-to-End Solution
means one setup, one payment, one customer support contact, and more time (and money) saved. **Case Study** ↗

A free tier allows SMB to stay and grow with us. Net retention and expansion is higher. **See our 2021 stats** ↗

Mention that reviewers appreciate our comprehensive solution (**G2 review** ↗) & flexible, transparent billing (**TrustRadius review** ↗).

FROM THE EXPERTS

> " If you try to get too complex and deep in the weeds of what the competitors are doing, often the sales team will not really digest it. They'll open and shut it. If you have a good CI tool that tells you the average time people are spending on battlecards - if they're only spending 10 seconds on there then my guess is ==you've already built too much information into those battlecards.==

Mark Balkenende
Director of Product Marketing

△ MATILLION

> " When we look at compete content that has been built historically, it always boils down to this bullet point list that folks are supposed to use for quick reference. How do you take that and turn it into something ==they can use within a deal?== The critical piece is shifting from a bullet point to 'Why is this important?', 'How do we address it?', and 'What are the proof points that we can provide that will solve it?'.

David Washer
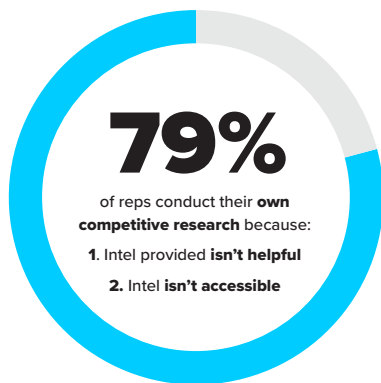Director of Data Operations

klue

79%

of reps conduct their **own competitive research** because:

1. Intel provided **isn't helpful**

2. Intel **isn't accessible**

3. Create a consistent structure and make your battlecards accessible

More doesn't mean better. Build out a repeatable structure for each competitor that provides a high-level message and allows your consumers to drill into more details where they want to.

If it takes sales reps more than a few minutes to access talk tracks before a call... they're not going to access it. But your product team and solutions engineers want to dive deeper into the nitty-gritty.

💡 HOW TO DO IT?

- Breadcrumb battlecards by starting with a high-level message. Then embed links that provide more granular details like social proof points and feature comparisons.

- Start with 6-8 cards that can include SWOT (strengths, weaknesses, opportunities, threats), pricing, why we win, objection handling, and landmines to lay.

- Integrate your battlecards in the places your teams already live (Slack, Teams, Highspot, SFDC).

FROM THE EXPERTS

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What we've done is breadcrumb competitive information. If a sales generalist comes in and wants to see how to overcome objections that a particular competitor is going to throw out there, we'll give them the high-level top three or four things on the battle card. **But then if they want to go deeper, there's always a link to that more detailed information.** And they can go down, and down, and down until they get into the real nitty-gritty.

Pete Codevilla
Portfolio Competitive Marketing Strategy

Red Hat

"

As a seller, I need consistent and regurgitable talk tracks that I can quickly access on the fly in a couple of clicks. Because when I need these, I need them quickly. Otherwise, my Product Marketing Manager will get a message three minutes before my call saying, 'Hey, I need information on this!'

Qayam Noorani
Account Executive

klue

4. Get feedback from your end-users

74%
of Product Marketers support **sales as their primary audience for competitive intel.**

A chef at a world-class restaurant doesn't create dishes without hearing how it tastes. So why would you pump out battlecards without getting feedback from different stakeholders across the business? **The goal is to cook up winning recipes!**

📝 5 Interview Strategies To Generate Feedback

1. Clarify that the purpose of these interviews is ultimately to help them better position against competitors. This is not about finding faults or performance management. It's purely to create better content to help them sell better.

2. Tell them why you selected them for an interview. This puts them in the position of the expert and they will feel more confident in sharing what they have heard.

3. Be conversational in your interviewing style. This isn't an interrogation. Be casual, ask a few easy questions at the start to get them relaxed. Set the tone for the interview early and throughout

4. Keep your initial questions open-ended and broad. Then, use follow-up questions to dive deeper as you identify opportunities for intel.

5. Acknowledge their help by giving them shout-outs visible to their peers and managers.

FROM THE EXPERTS

> You need to surprise, delight, and improve based on feedback and live application. At what stage is support most needed? Who's in the most pain? How can you prioritize accordingly? You want to make a consumer ==be a promoter of your program and somebody who's excited and approved the content==, versus the detractor on the back end who wasn't included at the beginning.

Clara Smyth
Sr. Product Marketing Manager

slack

> We have a committee with sales to better understand their focus area, what they're missing, what they need more of, and the places that they felt comfortable. ==We also use data with Klue so we know exactly the adoption layer== — what are the most used collateral and areas of battlecards, what are the areas they read more of, so we can double down on that.
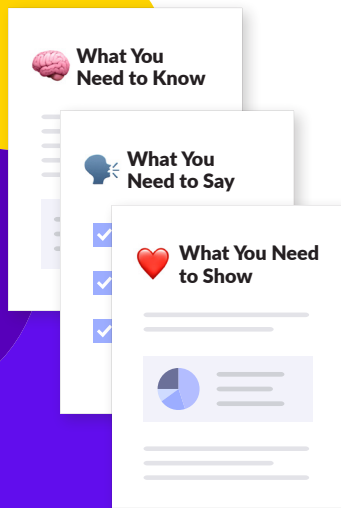
Hila Lauterbauch
Sr. Director of Product Marketing

SpotOn

What You Need to Know

What You Need to Say

What You Need to Show

5. Keep your battlecard content fresh and fluid

Building battlecards isn't a set-it-and-forget-it deal. They need to be updated regularly with correct information and relevant insights on what your competitors are doing today. If not, your end-users aren't going to trust that the content is correct or that it will help them win a deal.

🧠 HOW TO DO IT?

- Host a regularly scheduled meeting with your battlecard consumers to discover what they use, what they don't, and the content that they love!

- Timestamp your battlecards when they are updated so that users trust the content is up-to-date.

- Start a Slack #compete channel to get feedback and competitive updates from internal sources.

1 in 5

Competitive Experts

only update content on competitors every six months

FROM THE EXPERTS

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==**The reality is zero competitive data is better than old competitive data.**== We're in a dynamic industry, as software releases are published by ourselves or our peers in the market it necessitates a change. Something as simple as one software update can dramatically change what we thought was true in the past.

Chris Agnoli
Competitive Enablement Manager

JUNIPER
NETWORKS

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Plan time for regular updates. If you're getting a news feed in, that can be part of your card update process. I'd say if a battlecard is over a month old — and definitely a quarter old — ==it's probably not as relevant as it could be.==

Brad Lawless
Sr. Director of Product Marketing

MOVISTA

Looking to build the <mark>best battlecards</mark> that enable every department of your business to win?

Find out how Klue can help

👇

BOOK A DEMO

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