



DOMINO PRINTING: SALES ENABLEMENT TEAM
BUILDS A COMPETITIVE INTEL WORKFLOW

Using Klue, Showpad & Salesforce to increase win rates by 17 points

The Problem

Domino Printing operates in a highly competitive space, with hundreds of competitors across their core markets. Differentiation was more important than ever.

Their existing approach to conducting competitive intelligence was falling short. Capturing competitor intelligence from various websites and research publications was time and resource intensive. The manual creation of static competitor battlecards proved to be cumbersome and ineffective. Sales teams faced challenges accessing the most valuable competitive insights and knowing where to find the most up to date content.

Recognizing the need for a more streamlined approach, Sarah Woolley, Group Sales Data Analyst, and James Shippen, Sales Enablement Director, sought a solution with automation and integration options. They wanted a workflow that would allow their Sales Enablement team to scale and manage a large competitive landscape while directing multiple teams to easily find the content they needed - all within their current tech stack investments.

Choosing Klue and the integration with Showpad

James and his team created an efficient workflow using Klue, Showpad and Salesforce for multiple teams at Domino Printing to easily access content as needed—sales battlecards to help with positioning against multiple tiers of competitors, suggested collateral to share with prospects, key competitive news and more.

Domino integrated all three tools to create a workflow that displays timely, up-to-date compete content to sellers based on competitor, product and industry information added to the CRM opportunity. This allowed them to:

- Create competitive insights across across a wide range of printing technology products
- Track usage, content consumed and other metrics on sales adoption
- Host up-to-date competitive insights within Showpad
- Provide sales reps with the the information they need when and where they need it most

Why Klue

After evaluating a number of competitive intelligence platforms, the Domino Printing team decided to go with Klue for several reasons:

- Integration options for their existing tech stack
- Optimized data collection process, saving valuable time and resources for Domino's Product teams
- Offered support in UK timezones
- The ability to track all competitors, eliminating the need for costly add-ons,
- Full mobile app support

Results

Domino Printing's Compete program is driving strong results:

- Klue users see an average **16 point higher ACV**
- A collaborative team of Enablement and Product can now monitor **over 150 competitors across multiple markets and regions**
- Klue users have **increased their competitive win rate by 17 points since their Compete program began**
- The Enablement team can **support nearly 500 direct Sellers, Marketing and R&D teams globally**

Company Overview

Domino Printing Sciences (Domino) is a world-class provider of coding, marking, and digital printing technologies.

The company has an established global reputation for excellence and innovation within its core technologies, software services, worldwide aftermarket products, and best-in-class customer service. The Domino Group employs more than 3000 people and operates in over 120 countries, with manufacturing facilities in the UK, US, China, Germany, India, Sweden, and Switzerland. Their global network of sales and service centers, including 25 subsidiary offices and more than 200 distributors, provides all regions with high-quality service.

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Klue gave us the integration we needed with Showpad. This allowed my Enablement team to create an intuitive workflow in our main tech stack so our sellers, marketing and R&D teams can find the most up-to- date content they need across every stage of the deal.

James Shippen
SALES ENABLEMENT DIRECTOR



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Klue allowed us to automate news about competitors, and consolidate that with anecdotal feedback from the field in one central place. We've significantly increased our insights on well-known competitors and the more regional, lesser known companies without us having to spend countless hours searching (and translating) webpages or trade show brochures.

Sarah Woolley
GROUP SALES DATA ANALYST



Additional Resources

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