

klue + @HIGHSPOT + sas

SAS USES KLUE + HIGHSPOT TO

Support Global Sales with timely competitive insights and battlecards

Why Competitive Enablement?

SAS provides industry-specific solutions in advanced analytics and AI software and services, rolling into many different markets, competitors and segments.

One of their early challenges was capturing competitive analysis by geography to support their multiple account teams across the globe.

Competitive Insights was a lean team, relying heavily on detailed research and information curation, and supporting over 2,000 sellers. They had developed multiple competitive tiers, and were doing a quarterly evaluation of their competitive focus.

They needed to move away from being too reactive on sales requests when competitors came up in deals, and wanted to enable their global teams with curated insights from one central location in Highspot.

Choosing Klue and Integration with Highspot

The partnership with Klue, Highspot and internal Sales Enablement team has allowed the SAS Competitive Insights team to build:

- Content with Klue 'common practice' templates
- Competitive Intel pages and assets in Highspot
- Sales 'value props,' including backgrounds of sales plays, industries, market outlook, and key competitors, all linking to relevant competitive materials
- Combos of internal-only battlecards and prospect facing documents, organized by competitors
- Assets such as videos created by PMM Directors, key wins, and links to Competitive Intel landing pages
- Klue Compete News Feed within Highspot

Their Compete program can now support multiple account teams by uncovering new threats from core competitors and analyzing the new entrants into their marketplace. Using Klue and Highspot, they've developed an "information channel" to link Sales with market trends, competitor strategies, and tactics to win.

Competitive Enablement Program Success

Working directly with Klue, Steven and his team have created a Compete program with very high adoption:

- » **Rolling utilization rate doubled** from 25% in 2022 to best-in-class at over 60%
- » **Marketing and Sales users have increased** by over 75% since August 2022.
- » **Klue Intel Digest engagement grew by over 200%**, with 2,500 total interactions in August 2023.
- » **Increased competitive coverage**

The Competitive Insights team made rep adoption their priority when creating their program, and the results have shown. A few tactics include:

- Weekly 'Market Flash' Exec summaries on their compete landscape
- Weekly Klue digest to multiple stakeholders on news about their 'top of mind' competitors
- Compete program that's part of the Sales onboarding process
- Annual "CI update" on how their landscape has changed over the year
- Continuous Learning courses on Competitive Intelligence
- Klue 'Seller Confidence Survey' with prompt follow up

Customer Overview

With nearly 20,000 employees, SAS is a global Enterprise leader in analytics, empowering and inspiring customers to transform data into intelligence.

Through innovative software and services, SAS empowers and inspires customers around the world to transform data into intelligence. SAS gives you THE POWER TO KNOW®.

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Klue and Highspot together, has allowed us to create a highly relevant Competitive Intel hub for multiple teams at SAS - for product rankings, new product announcements, press releases, earning reports and more. We've streamlined the maintenance of key insights and made it easily accessible to everyone who needs it - and that's a success story for us.

Steven White

SR MANAGER, MARKETING / CUSTOMER, MARKET & COMPETITIVE INSIGHTS



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I find Klue extremely helpful in identifying the strengths and weaknesses of our competitor's products, especially in different environments. It gives us a strategic edge in positioning our own products.

SAS Sales Manager

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One of the biggest advantages of Klue is the ability to connect with subject matter experts who have valuable insights. It's like having a network of knowledge at our fingertips. Klue is my "go-to" whenever new competitors come up. It's a very reliable source that helps me stay updated.

SAS Global Account Manager

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We use Klue as a great reminder that our Competitive Intel team is here to help, and teams now have a great tool to find insights.

Steven White

SR MANAGER, MARKETING / CUSTOMER, MARKET & COMPETITIVE INSIGHTS



Additional Resources

📄 [BOOK A DEMO](#)

📄 [KLUE + HIGHSPOT LANDING PAGE](#)

☰ [ADDITIONAL CUSTOMER STORIES](#)

Ready to level up? Klue can help.

BOOK A DEMO

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