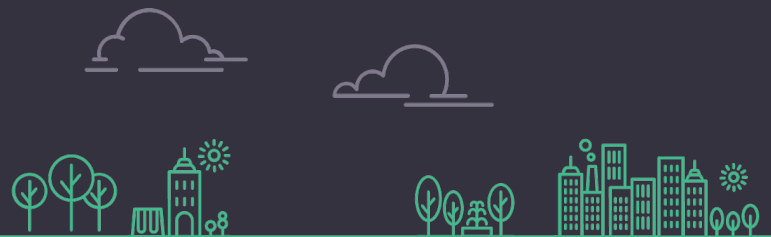# klue

How Klue helped K2 increase their win rate against known competitors.

> "With Klue, we don't have to worry about version control. It's all in one place. It's easy for our sales team to find what they need - one or two points about how to approach and beat our competitors."

Michael Chun
Sr. Product Marketing Manager, K2

K2

10 POINT (%)
INCREASE IN OVERALL
WIN RATE (YoY)

16 POINT (%)
INCREASE IN WIN RATE
FOR KNOWN COMPETITORS (QoQ)

INDUSTRY
B2B SOFTWARE

HIGHLIGHTS
CHALLENGE
- Lean PMM team owns CI.
- Delivery of competitive intel lacked organization and version control.

SOLUTION
- Battlecard delivery directly in Salesforce provides sales reps with intel at critical points in the sales cycle.
- Central repository of content improves version control of battlecards.

THE COMPANY

K2
K2 is a software platform that allows organizations to quickly build and run business applications that include forms, workflow, data and reports without having to invest in a big IT shop.

THE CHALLENGE

Better document version control and delivery to sales.
Michael Chun, Senior Product Marketing Manager, was looking to improve the competitive intelligence (CI) program at K2. Version control of competitive content was difficult to manage with the Sharepoint site he used as the primary tool for sharing intel to Sales.

Michael's plan of attack in building out their CI program was to first figure out why Sales was losing deals, and then to find better tools for collection and delivery of competitive intel to the field.

He was spending substantial time every week collecting competitive news and managing document versions of sales battlecards (pdfs & powerpoints decks) on Sharepoint.

He needed a tool that could do a lot; collect market news, enable easy editing of battlecards, and finally, deliver this content to sales while - ideally - integrating into their existing tools.

> Being the only person in CI, I don't have the time to go through industry news everyday, or to look deeply into our smaller competitors. Klue is able to pull in relevant news and intel on the up-and-comers for me, so I know it's going to be there when I need it.

klue

THE SOLUTION

An all-in-one competitive intelligence and sales delivery solution.

Klue provided Michael with a single source solution for managing competitive intel. Now, all competitive content lives in Klue; it's the central repository that reps can use for quick and easy access to the latest battlecards directly within Salesforce, by email, or through Klue's mobile or web applications. By using Klue to hold all of his competitor intel, Michael can make updates directly within Klue cards, significantly cutting down his time spent updating content and managing document versions.

Klue's multi-channel delivery of battlecards was also an important feature for K2's sales team. Delivering concise points on how to beat competitors directly within Salesforce opportunities has cut down the time Michael spends responding to requests and has given Sales the ability to search for answers without digging through long or outdated powerpoints.

Finally, by combining dynamically collected competitive news and intel with individually sourced content, Michael has been able to go deeper on core competitors and cover more up-and-comers.

> **"**
>
> With Klue, we have a better approach to deals against our competitors, and it shows in our metrics. There's a 20 to 30 point difference in win rate between knowing and not knowing your competitor in an opportunity.

THE RESULTS

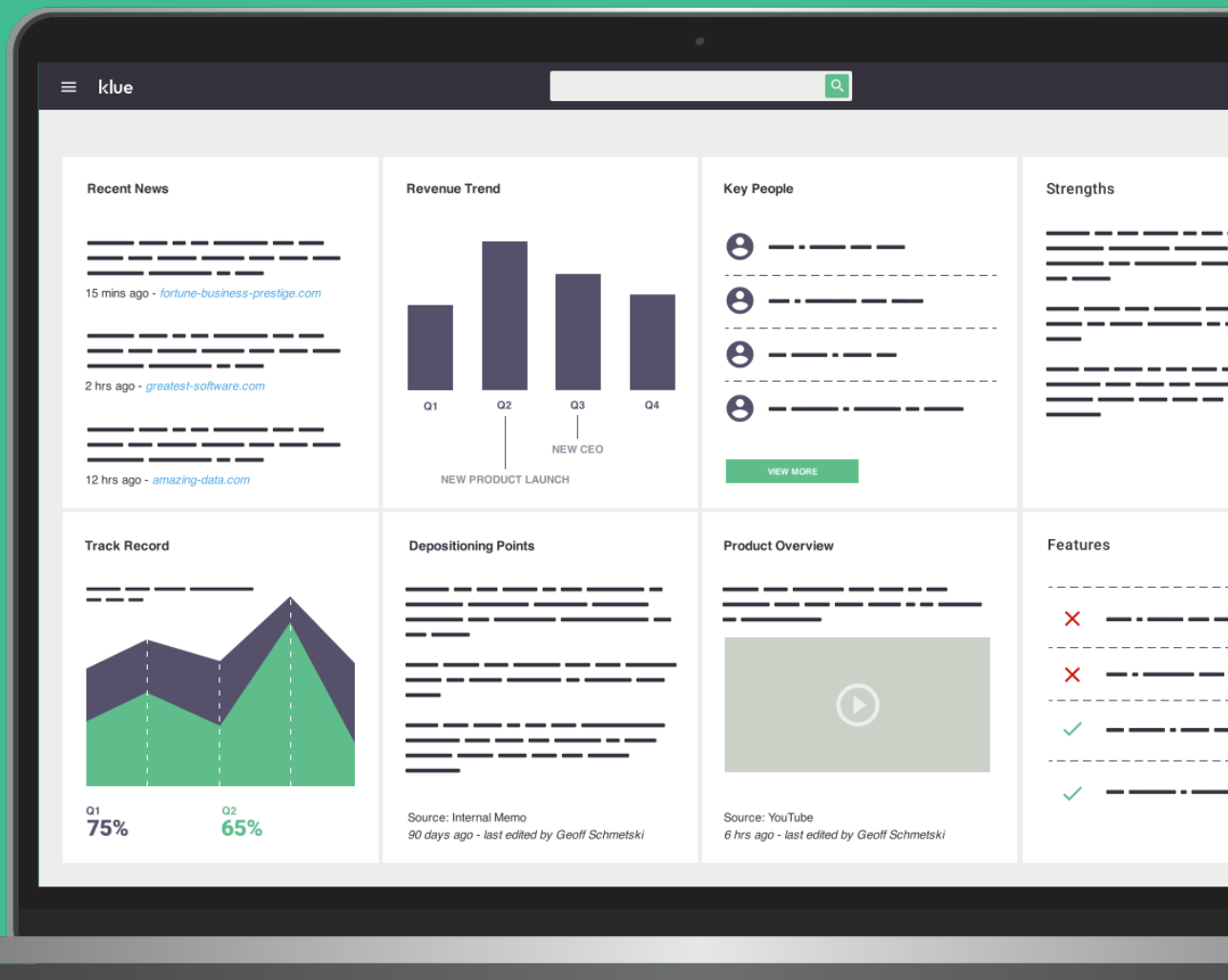## 16 point win rate improvement against known competitors.

Since the roll-out of Klue to the Sales, K2 has seen the following improvement in their sales performance metrics:

- 10 point (%) increase in overall win rates (YoY).
- 16 point (%) increase in win rates for opportunities where competitors were known (QoQ).

These performance metrics show just how important relevant and timely competitive intel is to closing deals. Additionally, Klue has helped with more than just sales performance. By saving time on the collection of news and management of document versions, Michael is able to spend more time flushing out competitive strategies for K2's major competitors and building more battlecards to arms sales in deals.

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Competitive intelligence collected effortlessly, curated painlessly, and delivered to your teams to win more deals.

klue.com