



Competitive Confidence Survey Template

The Secret to Kicking Off Competitive
Enablement Effectively

klue

Confidence. Swagger. Poise.

Whatever you want to call it, the best sellers have it. Especially when going up against their competitors.

And the best competitive experts? Well, they raise the confidence of every seller that's in a competitive deal.

This is why the best competitive experts conduct regular competitive confidence surveys with reps.

It's the secret to identifying your sellers' competitive needs, establishing a 'two-way street', and ultimately, developing a relationship where sales go out to bat for you.



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Building a competitive program without input from sales would be a waste of time. Aligning with my sales team from the beginning is what helped me stay on track and understand what to change along the way. And, I think it's worked out pretty well - I was super excited to win our 'Friend of Sales' award at our recent SKO!



*Tirrah Switzer,
Director of Product Marketing*



Why should I use a Competitive Confidence Survey?

Sales confidence = competitive success.

It really is that simple: the more confident your sellers are, the greater competitive success your business will have.

Two pointers before you begin!

1. When determining your audience, we recommend surveying as wide of a sample size as possible to maximize the reach and visibility of your competitive program.
2. When it comes to different teams and departments within sales, we recommend focusing on the team that you'd like to see using your content most.

How do I use this survey?

Here are four ways that you can use the survey to achieve competitive enablement success:



Identify the knowledge gaps reps currently have

Consider the opening survey your own internal discovery call. It's a baseline assessment to understand your team's confidence and knowledge of the competitors they sell against. The results help guide your competitive priorities.



Spot new competitors that are emerging and giving reps trouble

The survey is a space for reps to share other competitors that are popping up in deals. It gives you a direct view into who they're now battling, and who they're losing sleep over.



Prove your impact by tracking improvements in seller confidence

Measuring your competitive efforts is no small feat. Win rates, deal size, and cycle length are critical metrics, but layering that with improved metrics in seller confidence?



Get visibility and feedback into what reps want

This survey is a relationship-builder with sales. Their pains are being heard and feedback is being incorporated into competitive content? Well, your on your way to becoming sales' new best friend.

That's how you prove that reps are more competitively enabled.

What questions should I ask?

Why?

1. The frequency of competitor appearance validates the need to resource competitor coverage
2. If reps don't know, then you've identified an opportunity to support them.

1. In what % of deals are you facing a competitor?

- > 25%
- 25 - 49%
- 50 - 74%
- 75 - 99%
- Every deal I'm in I come up against a competitor
- Don't know

Why?

A high-level view at seller confidence is a metric you can track over time to assess your impact.

2. How confident are you in de-positioning competitors in general?

- Very confident
- Somewhat confident
- Neutral
- Somewhat unconfident
- Very unconfident

Why?

Surveying seller behaviour gives you a true understanding of if your existing competitive content is being used or not!

It also helps you to then serve them intel where they are currently going.

3. What do you do when a competitor comes up in a deal?

- Check on them in our competitive repository
- Call a friend
- Drop a message in Slack
- Reach out to the PMM team
- Go to internal doc in G-Drive
- I google myself

Why?

Don't boil the ocean, just hone in on the big fish. We also recommend asking questions 4 and 5 for each primary competitor.

Why?

Make reps engage with the process by opening the floor to them

Why?

Identify new competitors entering conversations.

Why?

Common trends with what sales wants can guide where you direct your content efforts

4. How confident are you in de-positioning [Primary Competitor]?

- Very confident
- Somewhat confident
- Neutral
- Somewhat unconfident
- Very unconfident

5. If you had a magic wand, what would help you maximize your win rate against them? No wrong answers

6. Share the next 5 non-primary competitors you've had to look into in the past quarter.

7. What info is most useful to you in a battlecard?

- Competitor strengths
- Competitor weaknesses
- Landmine questions to ask
- Win/Loss stories
- Clips of successful talk tracks
- Pricing and packaging
- What competitors say about us

Why?

This is another metric for measuring your CE team's success in the future.

8. How frequently are you leveraging competitive insights provided by your product marketer/competitive enablement team?

- Multiple times per week
- About once a week
- Maybe once every couple of weeks
- A handful of times per quarter
- Honestly, almost never

Why?

Another data point that you can measure over time.

9. How satisfied are you with the competitive content provided?

- Very satisfied
- Satisfied
- Neutral
- Unsatisfied
- Bery unsatisfied

Why?

Open the floor again! Maybe reps are dying for a new one-pager, an enablement session on a new competitor, or fresh content for a particular part of the sales cycle.

10. What other competitive content would you like to see?



“ Quantitative metrics like win rates and deal size are important. But being able to overlay that and say ‘not only are we winning more against these competitors, but our reps are feeling more confident going against them,’ you’re now starting to tell a compelling story to leadership.



Brandon Bedford,
Competitive Enablement Manager
klue

How do I use the results?

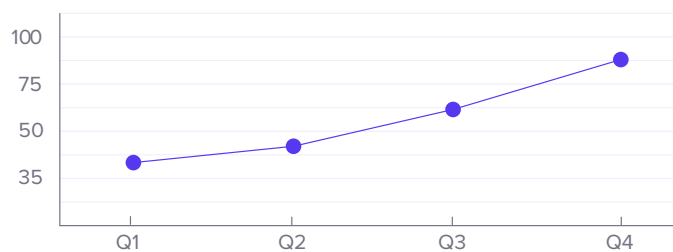
There's a whole lot you can do with the results from your survey.

You can now prioritize what competitors to hone in on, understand what channels your reps will be most likely to consume your content, and even bring reps into the fold to help build some of the suggestions they put forward.

You can also use the results over time to map progress and trends.

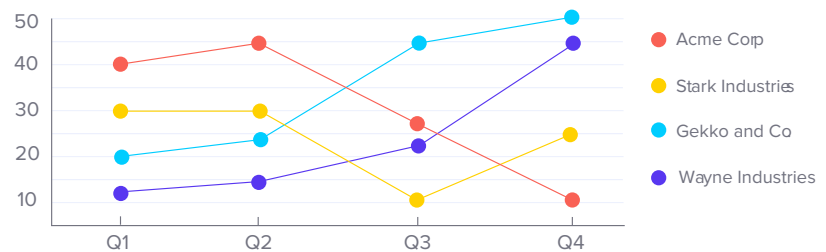
For example, provide an overview of seller's confidence quarter over quarter. You can also break this down by competitor or segment.

SALES COMPETITIVE CONFIDENCE SCORE



Or map the emerging threats within your space. Aggregating rep responses will give you an accurate view into who your biggest threats are now, and in the future.

EMERGING COMPETITORS MENTIONED





**These success metrics
are qualitative measures
that you can overlap with
quantitative metrics like
competitive win rate,
average deal size, and
revenue impact.**

Learn how Klue's own CE Manager, Brandon Bedford, uses our sales confidence survey.

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