

Matillion's Competitive Flywheel Powered by Klue & DoubleCheck

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Win-loss is key to our Competitive Enablement program, and using both insights gives us a more complete go-to-market picture. Market, competitive, and customer insights centralized in Klue allows us to easily distribute to the right stakeholders and better drive product, sales and messaging decisions.

MARK BALKENENDE,
VP Product Marketing

▲ MATILLION



All-In-Won
Compete Platform

klue + DoubleCheck

Driving Results with a Complete Competitive Picture

How are you using Win-Loss analysis to build your Compete Enablement program?

Knowing the reasons for winning and losing greatly influence many aspects of our company strategy - everything from the product roadmap, sales enablement, sales motions, marketing campaigns, and more. Win points allow us to “action” our front-line revenue teams, and can easily be added to our existing Klue battlecards, competitor profiles, and digests.

What stage are you currently at with your Competitive Enablement program?

Klue is the CE platform that our entire sales team uses and engages with on a daily basis. We're using DoubleCheck for our Win-Loss interviews, tracking trends from these interviews and where applicable, updating insights in Klue. In a short period of time, we've already seen improvements in our sales process and enablement efforts as a result of these first deep Win Loss analyses.

Who are the primary users of your combined Win-Loss and Compete insights?

Our Product and Sales teams, to start, but we read out to the entire Matillion Exec team. We're starting with these teams so Product Management can action any roadmap items as fast as possible, Product Marketing can power up sales enablement efforts and Sales management can modify any sales process changes needed.

What other teams will benefit?

The entire org, but we plan to share with Marketing and Strategy teams next.

How do you plan to integrate Win-Loss results in your Competitive Enablement program?

Once insights are compiled, we'll get those findings into Klue, and enable all our revenue teams with any changes and messaging updates on competitors. We're updating our battlecards and discovery questions in Klue, but eventually all of the content could be updated based on what the Win Loss data tells us.

Our vision is to use these combined insights in board presentations, product roadmaps, marketing campaigns and sales enablement and training.

How do you measure the success of your Competitive program?

We use seller engagement as a leading indicator that our CI program is working. We also look at our win rates against top competitors as our lagging indicators that we need to do more or that we are winning the CI battle.

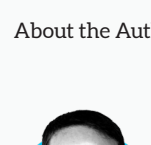
What's the best advice you can give someone who is bringing Win Loss into their Compete program?

- Start small with a couple of key objectives. At Matillion, we wanted to better understand who and why we most commonly lose deals. We focused on product differentiators where we win and lose, how our lead/marketing/sales processes compare, and what we should be prioritizing in our roadmap.
- Use a company specialized in Win-Loss analysis to get the most unbiased response and thorough research findings. We chose DoubleCheck Research.
- Action on key learnings as quickly as possible. Keeping insights up-to-date in your battlecards is a must, so the field has confidence in the content. We also have started using the Klue digest to spark a regular check back to Klue.

Where do you see your Compete program going?

We use seller engagement as a leading indicator that our CI program is working. We also look at our win rates against top competitors as our lagging indicators that we need to do more or that we are winning the CI battle.

About the Author



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Mark has spent the last 20 years in the Data Management space. He started his career in IT roles managing large enterprise data integration projects, systems, and teams for companies like Motorola, Abbott Laboratories, and Walgreens. Mark has applied his data management subject matter expertise to customer-centric, practitioner-focused product marketing, most recently at Talend and now Matillion.

COMPETITIVE ENABLEMENT RESULTS - YEAR 1

Sales revenue has increased, both in competitive and non-competitive deals. Year 1 results showed:

Klue users saw an **8X** increase in competitive deals

Klue users saw a **4X** increase in competitive win rate

The
All-In-Won
Compete Platform

Take your compete program to the next level.

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