

klue



Clue: Dismantling Competitors with Trap Questions & Battlecards

What's going on folks?! It's Armand crashing the Klue party.

In today's brutal market, you're going to be facing a ton of different competitors.

Even if you're the vendor of choice at the beginning of the deal cycle, it's inevitable that prospects will be evaluating multiple vendors to find the best option.

You've got to stand out, and we'll teach you how to do it today.

So here's what we've got in store:



Figure Out If You're In A Competitive Battle: See who you're up against



Find Your Winning Zone: Outline the field & figure out how you will win



Ask Trap Questions & Compliment Competitors: Execute in your Winning Zone

Let's get after it!

About Klue

Klue exists to make sure reps close every winnable deal in their pipeline.

Deals where the buyer evaluates their options, has the budget... but still can't decide between you and your competitor.

We do this by providing sales leaders and their reps the insights they need on their biggest competitors, and how to use these within the deal so that they can spend more time closing.

We also spoke with 300+ revenue leaders to learn what they (and their reps) are doing to hit targets in a tough market. [Check out what they had to say here.](#)

Figure Out If You're In A Competitive Battle

See who you are going up against

Congrats on booking the first call - here are your two objectives.

First - the usual discovery questions to uncover pain & understand what the prospect cares about.

Second - understand if there's a competitive battle at all!

Chances are, familiar foes may also be standing on the other side of the deal.

We'll follow along the 30 MPC perspective as we try to sell a sponsorship package to a prospect.

Here's how we would scope out the competitive landscape:

Understand The Competitive Landscape	
Explained	Talk Track
<p>What's their current state?</p> <p>Try to understand how familiar they are with the products / services you are providing.</p>	<p>30 MPC: <i>"Have you worked with other sales media partners previously?"</i></p> <p>Prospect: <i>"We've worked with others in the past!"</i></p>
<p>Who else are they looking at?</p> <p>See if they are also chatting with competitors. If so, we should find out who!</p>	<p>30 MPC: <i>"What's that experience been like?"</i></p> <p>Prospect: <i>"Some have been hit or miss, but we've heard good things about you & Salesgoon, which is why we responded to your outreach."</i></p>
<p>What do you care about in those solutions?</p> <p>Asking this gives you the opportunity to educate the prospect on what matters & EXPANDS their criteria.</p>	<p>30 MPC: <i>"That's great - I'm glad our customers have been evangelists for us! I'm curious, as you're evaluating sponsors, what are the top few things that are most important to you?"</i></p>

Find Your Winning Zone

Outline the field & figure out how you will win

You've done proper discovery and you find out that the prospect is a serious buyer with a tight timeline.

Not only have they given you their priorities, but you've also discovered that we're going head-to-head against Salesgoon.

It's not the first time we've competed against them, so it's time for us to strategize on how to set ourselves up to win the deal.

Here's how:



Identify their priorities



Separate what matters and what doesn't



Identify the different "Competitive Zones"

There are 4 types of Competitive Zones to look out for:

- 1. Winning Zone:** Where you stand out over your competitor
- 2. Losing Zone:** Where your competitor stands out over you
- 3. Neutral Zone:** Where there is a tie between you and the competitor
- 4. Compliment Zone:** Where the customer doesn't care

It should look something like this:

Layout Their Priorities		
Priority?	Example Product Area	Competitive Zone
● Gotta have it	Lead Tracking	Winning Zone
● Gotta have it	Credibility	Losing Zone
● Gotta have it	Reach	Neutral Zone
● Gotta have it	Correct Personas	Neutral Zone
● Nice to have	CRM Integration	Compliment Zone
● Don't care	Events	Compliment Zone

With this exercise, we've been able to identify that our Winning Zone lies within Lead Tracking.

Knowing this, we can move towards asking Trap Questions to lock in your deal!

Ask Trap Questions & Compliment Competitors

Execute in your Winning Zone

You've got a clear lay of the land, now it's time to execute your plan.

We drew inspiration from [Klue's Fact, Impact, Act battlecard framework](#) to make sure that you can steer prospects into your Winning Zone and flick Salesgoon outta the deal.

Here's an example, assuming that Lead Tracking is one reason 'why we win' against Salesgoon:

'Why We Win' Battlecard		
Fact	Impact	Act
Salesgoon has poor lead tracking.	Many previous Salesgoon customers have struggled to justify the ROI of their partnership because they cannot directly contact their audience.	<p>Prompt with: <i>"How important is it for you to get accurate contact info for your audience?"</i></p> <p>Follow-up: <i>"Typically, folks fall into one of two buckets. They either just want to get their name out there to as many people as possible, OR, they want to know exactly who their audience is."</i></p> <p>Validate: <i>"Which one resonates with you more?"</i></p>

Additionally, steer the competition into the Compliment Zone by, as the name suggests, complimenting the competitors in areas your prospect doesn't care about.

You'll be able to build trust by acting as a consultant who is transparent about a competitor's strengths, rather than one who slanders them.

Here's an example below:

Compliment Competitors Where The Prospect Doesn't Care!		
Fact	Impact	Act
Salesgoon hosts strong local events.	<p>Salesgoon has a better event presence than us. If your prospect cares about this, steer the conversation away.</p> <p>If your prospect doesn't care about events, use this as an opportunity to compliment Salesgoon on an area irrelevant to the deal.</p>	<p>Prompt with: <i>"I'll be transparent with you - we've heard great things about Salesgoon's local events. That's definitely something they've focused on."</i></p> <p>Validate: <i>"We know that Salesgoon has a ton of reach in many Midwest accounts, is that an area of focus for you?"</i></p>

Lastly, don't forget to win in the neutral zones. Don't over-rotate on ONLY winning in the winning zone, make sure you solve all of the prospect's priorities.

And wherever possible, AVOID the losing zones. Or if you have to battle in the losing zones, make it clear that the prospect needs to trade-off between ALL of the areas that you've won in both the winning + neutral zones for the sake of the single losing zone item.

Battlecard Templates

Make Your Own!

Now that we've run you through these examples - take a look through a few of the Klue-inspired battlecards below.

Use these to get ahead of those tactics you know your competitors are going to use, so you can close more winnable deals.

[Competitor Name]: Trap-Setting Questions		
Fact	Impact	Act
Example: [Competitor] has poor lead tracking.	Example: Many previous [Competitor] customers have struggled to justify the ROI of their partnership because they cannot directly contact their audience.	Example: Prompt with <i>"How important is it for you to get accurate contact info for your audience?"</i> Follow-up: <i>"Typically, folks fall into one of two buckets. They either just want to get their name out there to as many people as possible, OR, they want to know exactly who their audience is."</i> Validate: <i>"Which one resonates with you more?"</i>

[Competitor Name]: Objection Handling

Fact	Impact	Act
Example: [Competitor] says they are a cheaper option	Example: [Competitor] is a cheaper option at face value, however, their pricing structure can skyrocket.	Example: Acknowledge objection: <i>"I totally understand how important a cost-effective solution is to your business."</i> Address if untrue, or reframe if true: <i>"While [Competitor] claims to offer easy, tiered pricing, in practice their variable fee structure is complex to navigate."</i> Redirect if totally true: <i>"To combat this, we offer [relevant benefit], so you can keep costs down, including no additional fees for crucial elements like [critical deciding factor]."</i> Promise to work toward meeting their root need: <i>"Ultimately, we're here to work with you to find a price that works within your budget."</i>

[Competitor Name]: Quick Dismiss

Fact	Impact	Act
Example: [Competitor] is too complex	Customers that have bought [Competitor] become overwhelmed by the product and struggle to see value.	Acknowledge and praise competitor: <i>"[Competitor] is great if you're looking for a comprehensive [relevant benefit]."</i> State their limitations: <i>"Unfortunately, a lot of customers have said that they have struggled to implement [Competitor], often taking over 90 days to launch. A customer that switched from [Competitor] said it required 10+ hours of their time per week."</i> Highlight your value: <i>"Unlike [Competitor] we offer starting templates and a 90-day kick-off plan, with a dedicated services team. How important is it for you to get up and running efficiently?"</i>

And that's a wrap!

Here's where you can get more of where that came from.
No more 'Closed Lost' to the competition.

These battlecards aren't going to use themselves, so go put 'em to work!

If you made it this far, it sounds like you're into closing more against the competition. Check out the other Klue battlecard templates that hundreds of sales teams are using to win more deals [here](#).

Cheers,

Armand

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