

Competitive Enablement Manager

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What You Will Own

Competitive Enablement:

Maintain a list of common objections and landmines laid by our top competitors, along with our battle-proven responses and Gong call recording snippets to align GTM messaging for sales, SDRs, and CS.

- Maintain a list of known clients of competitors and collaborate with marketing and sales on **targeted competitive campaigns**.
- Manage **competitive enablement materials** and collateral in partnership with the content marketing team.
- Lead “**compete**” **revenue enablement** for sales, CS, AM, and SDRs on competing effectively.
- Onboard new hires on the competitive landscape and how we compete.

Product Enablement:

Work with Product team to lead GTM activities for new product launches and new feature releases – owning positioning, messaging and branding, and change management with the sales teams.

- Work with customer success team and clients to better **understand competitive product differentiation**.
- Liaise with product management to ensure a **tight feedback loop with customer and market feedback**.

Revenue Enablement:

Collaborate with a competitive solutions team to assess impact and results from free trials, how it impacts competitive win rates versus our top competitors and drive product prioritization to alleviate GTM motion.

Competitive Strategy:

Develop and maintain a Competitor Playbook of messaging and positioning for the sales and customer success teams to maximize win rates versus all competitors.

- Create and maintain a competitive dashboard in CRM with **accurate win/loss ratios** versus key competitors.
- Measure and maximize **competitive win rate and growth** over time.
- Create and maintain competitive strategies for **up-and-coming and adjacent competitors**.

Deal and Onboarding Support:

Partner with AEs and CSMs to support head-to-head competitive evaluations, as well as clients who are at risk of churn due to competitors.

Required Qualities

- **Motivated:** a “self-starter” who likes to take initiative and run with complex projects.
 - **Compete Expert:** You make it your mission to find creative ways to share your expertise with fellow product marketers and help them become CE superstars in and outside of their companies.
 - **Commitment to Results:** consistently achieves results, demonstrating high performance, and challenging self and others to deliver results.
 - **Collaboration and Teamwork:** works with others to deliver results, contributing to the team in a meaningful way and prioritizing group needs over individual needs.
 - **Decision Making:** consistently chooses the best course of action (from a number of alternatives) to address business problems and/or opportunities.
 - **Critical Thinker:** critically dissecting and distilling complex issues to formulate actionable strategic decisions and action plans.
 - **Data-Informed:** able to dissect complex business issues, analyze large amounts of data (often from disparate sources), and draw business-specific conclusions and actionable implications.
 - **Distillation:** able to disambiguate, structure, and simplify complex concepts and scenarios into “So What?” and “Now What?” insights to inform stakeholders.
 - **Influence:** asserts own ideas and persuades others, gaining support and commitment and mobilizing people to take action.
 - **Open Communication:** clearly conveys thoughts, both written and verbally, listening attentively and asking questions for clarification and understanding.
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