

Competitive Enablement Manager

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What You Will Own

Competitive Enablement:

Enable all revenue teams to win against the competition, maximizing the organization's competitive win rate.

- Lead dedicated **competitive enablement program** for sales, CS, AM, and SDRs on competing effectively (or partner with enablement team)
- Create and update **competitive enablement materials** and collateral including battlecards, dashboards and reports
- Deliver (weekly / bi-weekly / monthly) **competitive newsletter** with the most important competitive alerts and why it matters to the organization
- Maintain list of known clients of competitors and collaborate with marketing and sales on **targeted competitive campaigns**
- **Onboard new hires** on competitive landscape and how we compete
- Provide **direct deal support** for head-to-head competitive evaluations, including new business as well as clients who are evaluating the competition

Competitive Strategy:

Measuring your organization's competitive performance and direct company strategy.

- Develop and maintain an **Executive Dashboard** for senior leadership and board members to understand the competitive landscape at a high-level
- Create and maintain a competitive dashboard in CRM with **accurate win-loss ratios** versus competitors (or partner with sales operations)

- Measure and maximize **competitive win rate** over time
- Calculate the impact of the competitive enablement program on **win rates, average contract value, and days-to-close** over time
- Create and maintain competitive strategies for **Tier 2 and/or Tier 3 competitors**

Product Enablement:

Support product launches, research, and roadmap from a competitive lens.

- Be a subject-matter expert on competitors' product offerings for Product and Product Marketing
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- **Inform product roadmap** with insights from relevant competitors
- Liaise with product management to ensure a **tight feedback loop with customer and market feedback**

Market Intelligence:

Research and understand the broader competitive landscape and partner ecosystem s.

- Monitor up-and-coming startups, incumbent players, and adjacent markets
- Proactively identify new competitive threats before they impact revenue
- Highlight opportunities for new product innovation and growth

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

Success Metrics:

- **Overall Competitive Win Rate %**
 - » Competitive Win Rate by Competitor
 - » Competitive Win Rate by Segment
- **Sales Performance when using Compete content**
 - » Competitive Win Rate when using Compete content vs. not
 - » Average Contract Value (ACV) when using Compete content vs. not
 - » Days-to-Close when using Compete content vs. not
- **Sales Confidence**
- **Content Usage / Adoption**
- **# of Competitors Monitored**
- **\$ Direct Revenue Impact (Deal Support)**
- **Competitive Enablement Program Maturity**

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