

## Job Description Template

# Competitive Enablement Manager

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## What You Will Own

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### 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

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- **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.