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Introducing Seller Engagement: A New Way to Analyze Battlecard Usage and Win Rates

 [Sheila Lahar](#) on Thu, Dec 14, 2023

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Creating competitive enablement assets like battlecards can feel like a futile effort if they aren’t being used by your sales team. Is anyone reading this intel? Are these battlecards making an impact on how my reps compete? Are we seeing results where it matters most — win rates?!

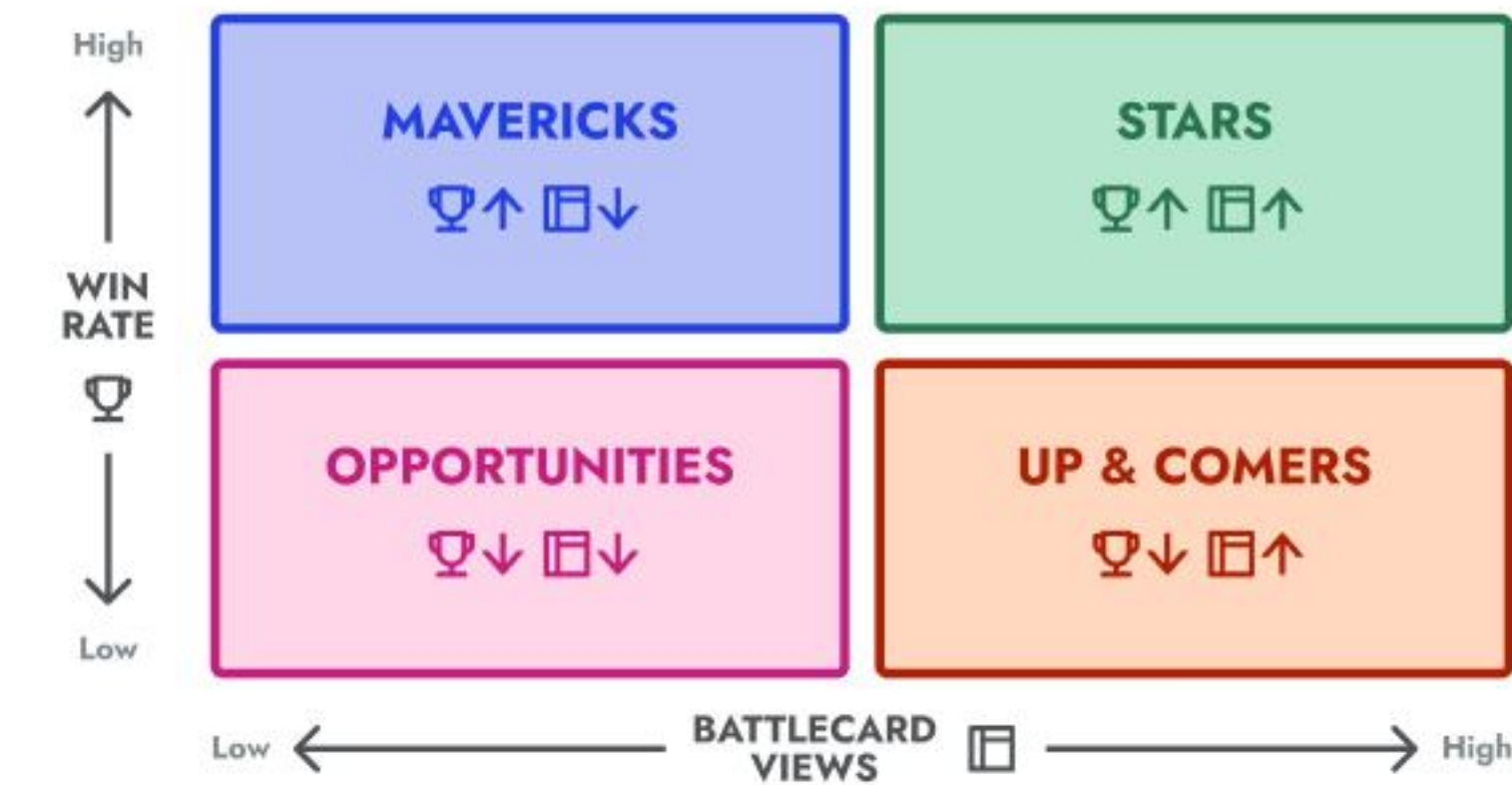
Today Crayon introduced Seller Engagement, a new set of analytics that reveals which sellers are engaging with battlecards AND winning deals. Product marketers and CI leaders can use Seller Engagement analytics to be more intentional and proactive when they collaborate with their sales teams on battlecard content.

Here’s How it Works

With the Salesforce integration set up, Crayon calculates performance based on win rates imported from Salesforce alongside battlecard views. Sellers are automatically grouped into an easy to read matrix — “win rates” from low to high on the vertical axis and “battlecard views” along the horizontal axis — also from low to high.

Seller Engagement Matrix: Assessment and Action Items

Based on win rate and battlecard views, sellers are categorized into one of four quadrants (see below). As the CI leader, you can spot where a seller lands within the matrix and then determine the action items from you and your team.




The Stars

High Win Rate, High Engagement/Battlecard Views

These reps are consistently using battlecards and winning competitive deals. They’re your stars and can make an impact by being an example to the rest of your sales team and company.

Suggested Action Items for CI Pros

- Highlight these reps to sales management — they’re crushing it!
- Reach out personally and congratulate them. Shout out their success on Slack or other collaborative channels.
- Create internal win stories e.g. mini case studies and share with other reps as well as the leadership team. These star reps are proof points that CI is driving competitive wins!



SHEILA LAHAR

Sheila Lahar is our Senior Director of Content Marketing here at Crayon, responsible for making sure that everything we publish is unique, compelling, and valuable. Prior to joining Crayon, she built successful content marketing programs at a number of B2B SaaS companies, including Flatfile, Datto, and Eloqua.


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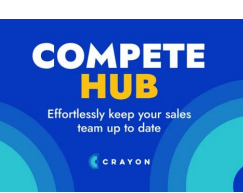
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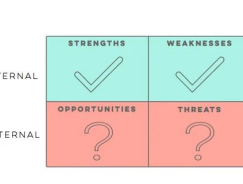


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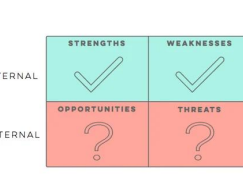
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