

Transcript: Discovery Call with Michael Chen, Product Marketing Leader

Meeting Title: Discovery Call: Klue & Michael Chen, Product Marketing Strategy

Date: June 29, 2025

Attendees:

- **Jody Geiger (JG):** Sales at Klue
 - **Michael Chen (MC):** Director of Product Marketing, NimbusTech Solutions
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[00:00:00] Jody Geiger: Hey Michael, uh, this is Jody from Klue. Can you, uh, hear me okay?

[00:00:04] Michael Chen: Yeah, yeah, I got you. Loud and clear. Thanks for hopping on right on time. My day's pretty, uh, back to back honestly, but your outreach... it kind of caught my eye. You mentioned, um, helping sellers with competitive intel in real time? And, yeah, that's something we've really been struggling with.

[00:00:28] Jody Geiger: Totally hear you. I mean, I get that a lot from product marketers. And, uh, just so you know, my goal today isn't to walk through some generic Klue demo, right? It's more to understand, like, how you're currently enabling sellers on the competitive front, where the pain points are. And if it seems like a fit, I can, you know, show you how Klue helps. Sound good?

[00:01:09] Michael Chen: Yeah, yeah, perfect. So, um, here's our big challenge. Our sellers are running into competitor positioning on live calls basically every day. And we just, we're not keeping up. My team's super reactive. The stuff we make doesn't get to the field fast enough. Like we've got decks, one pagers... but they're static, scattered across folders, often outdated by the time reps use them. Honestly, every competitive move feels like a scramble.

[00:01:42] Jody Geiger: Got it, okay. So you've got assets, but, like, they're hard to find, slow to update, and reps don't really trust them. Let me ask, when a big competitor like Skyline Systems rolls out something disruptive, like new bundles or a pricing model, what happens on your side?

[00:02:10] Michael Chen: Oh wow, yeah, that's timely. Skyline just did that last quarter. They announced, uh, bundled pricing. One of our AEs actually stumbled on it in a customer's RFP doc. He flagged it in Slack and then suddenly it was, like, floodgates. People asking: "What's this about?", "How do we counter this?", "Is it a promo, permanent?" And we had nothing prepared.

[00:02:38] Jody Geiger: So basically, the first alert just kicks off an internal fire drill. And then what? What happens after the initial chaos?

[00:02:45] Michael Chen: Yeah, we scramble. PMM throws together messaging, deal desk checks implications, sales leadership starts freaking out about revenue. And honestly, it usually takes us three to five days to put something polished out. By then, reps are already facing those questions without a clear answer. Some deals stall, some get influenced before we even, you know, weigh in.

[00:03:35] Jody Geiger: And, like, does anyone consolidate those responses into reusable assets? Or does the whole cycle just reset every time?

[00:03:42] Michael Chen: In theory, yeah. We save docs in Drive, sometimes post them to Highspot. But... there's no version control, no single source of truth, no way to track who's using it. Honestly, feels like reinventing the wheel. Every. Single. Time.

[00:04:25] Jody Geiger: Yep, that's exactly what we hear. Reactive, manual, impossible to scale. Before I show you how Klue approaches this, I'm curious, how does that impact sellers directly?

[00:04:40] Michael Chen: Morale takes a hit. Reps feel like they're flying blind. Or worse, they improvise in front of customers, which... yeah, hurts credibility. And new hires? They take forever to learn the competitive landscape. Months. Which just drags down ramp time.

[00:05:12] Jody Geiger: So the cost isn't just delays, it's lost confidence, slower ramp, and risk in deals. Okay. Let me walk you through Klue's Collect, Curate, Distribute framework.

[00:06:28] Jody Geiger: First, Collect. Klue automatically tracks competitor sites, pricing pages, product launches, campaigns, even review sites. So when Skyline tweaks their pricing page, Klue picks it up basically in real time. No more waiting for a rep to, you know, stumble across it.

[00:07:40] Jody Geiger: Then Curate. Instead of just blasting raw alerts, Klue centralizes everything in one workspace. Your PMMs can tag what matters, add context, and, you know, summarize the "so what" for sellers.

[00:08:10] Michael Chen: Mm-hmm. I like that, but how do we make sure it doesn't, like, just become another noisy tool with a bunch of alerts?

[00:08:20] Jody Geiger: Good call-out. That's why you set priorities. Big, high impact intel can trigger alerts right away. The smaller stuff just rolls into a weekly digest. So sellers only see what's, like, truly actionable.

[00:09:15] Michael Chen: So instead of, like, every random competitor tweet, my team filters it and pushes only what matters?

[00:09:22] Jody Geiger: Exactly. And then comes Distribute. Curated insights turn into live, dynamic battlecards, what we call "Sales Briefs." Always current, accessible in Slack, Salesforce, email, wherever reps already work. Not PDFs floating around.

[00:10:05] Michael Chen: And reps actually use them?

[00:10:09] Jody Geiger: Yeah, adoption's high because it shows up where they are. AEs see landmine questions, value hooks. CSMs see churn signals. All personalized by role.

[00:11:25] Michael Chen: Yeah, role-based delivery is huge. Our enablement team would love that.

[00:12:05] Jody Geiger: And we also add AI. Klue's Compete Agent basically takes raw intel and drafts insights, pricing changes, launches, whatever, so your team spends less time piecing it together, more time shaping the message.

[00:13:15] Michael Chen: That'd save us hours. Right now, my team spends more time gathering scraps than, uh, shaping strategy.

[00:13:50] Jody Geiger: Exactly. And instead of ad hoc docs, you end up with a living system.

[00:14:30] Michael Chen: Okay, but what about implementation? We can't do some six month rollout.

[00:14:40] Jody Geiger: Totally fair. We keep it light, start with two competitors and, say, one team like your enterprise AEs. Within a few weeks you'll already see intel flowing in. Then we expand.

[00:15:25] Michael Chen: And ROI?

[00:15:28] Jody Geiger: Faster response, fewer deal losses from surprises, higher confidence, faster ramp for new hires. Customers see consistency, sellers feel armed instead of reactive.

[00:16:40] Michael Chen: Yeah, hard to argue with speed, adoption, and win rate impact.

[00:17:10] Jody Geiger: And just to ground it, we usually see PMM teams save 5 to 10 hours a week, win rates up a few points. At scale, that's millions in upside.

[00:18:02] Michael Chen: Honestly, I thought we just needed, like, a better folder system. But this sounds like an actual competitive engine.

[00:18:55] Jody Geiger: Exactly. That's the shift.

[00:19:05] Michael Chen: Okay, let's set up a deeper demo. Bring in my enablement lead, VP of Sales. They'll wanna see workflows, integrations, reporting.

[00:19:35] Jody Geiger: Perfect. I'll follow up with a recap, tailored deck they can skim before. Excited to show them.

[00:20:05] Michael Chen: Thanks, Jody. This was, honestly, one of the better vendor calls I've had. You actually get what product marketers deal with.

[00:20:20] Jody Geiger: Appreciate that, Michael. Looking forward to helping NimbusTech turn intel into action.