Kompyte.
by Semrush

Supercharge Your Sales Battlecards with ChatGPT

A Game-Changing Guide

See how you can use ChatGPT and other AI-powered language models to quickly craft winning Battlecards to outsell your competition.

Ready to skip right to the customizable spreadsheet? Instructions are at the end of this document.

As a sales leader, you know the importance of equipping your team with the right tools and strategies to close deals effectively.

One key aspect of a successful sales enablement program is the use of sales Battlecards - those powerful playbooks that serve as an indispensable cheat sheet during sales calls. They enable your team to answer questions with confidence, position your product as the best choice, and ultimately, close more sales.

However, creating sales Battlecards can be a challenging task. It requires collecting and synthesizing vast amounts of information and presenting it in a concise, easily digestible format.

This is where ChatGPT, an AI-powered language model, comes to the rescue!

In this guide, we'll take you through the process of creating more effective and engaging sales Battlecards with the help of ChatGPT. By harnessing the power of AI, you'll not only streamline the creation process but also unlock the potential to increase competitive win rates by up to 30%.

So, let's dive in and explore how ChatGPT can revolutionize your Battlecard game!

Why Create a Battlecard with

Chat GPT

✅ Efficiency and Time Savings

Creating a Battlecard can be a labor-intensive process that involves gathering extensive data, analyzing competitors, and consolidating valuable insights. By leveraging the power of AI, ChatGPT can help you automate much of this process.

You'll be able to gather basic intelligence on your competitors, but where ChatGPT shines is where it quickly sifts through vast amounts of information and generates well-structured, concise summaries that can be easily incorporated into your Battlecards. With ChatGPT, your team can focus on what they do best - selling - while the AI takes care of the heavy lifting.

✅ Usability

Sales teams often struggle with maintaining consistent messaging across various touchpoints, which can lead to confusion and lost opportunities. And when your Battlecards are written in technical sales jargon, it forces sales reps to "translate" on the fly.

If your Battlecards are not currently written in language a sales rep could literally read to a prospective customer on a call, ask ChatGPT to reword it so it sounds more natural.

The Limitations of Using ChatGPT to Create Sales Battlecards

While ChatGPT offers numerous benefits for creating sales Battlecards, it's important to consider some limitations and exercise caution.

❗ Data Accuracy

ChatGPT is fantastic at processing data quickly. However, it is not always able to identify accurate or up-to-date data. Double check information generated by ChatGPT, especially when it comes to critical competitive intelligence insights.

❗ Context and Nuance

ChatGPT is a powerful language model, but it may not always grasp the full context or nuances of specific sales scenarios, industries, or customer pain points. This can potentially lead to content that is too generic or not entirely relevant to your target audience. Review and refine the AI-generated content and tailor it to your unique sales situations and prospects' needs.

❗ Ethical Considerations

Relying on AI-generated content can raise ethical concerns, particularly around transparency and potential biases. It's important to be aware of the potential biases inherent in AI models and ensure that the content generated by ChatGPT aligns with your company's values and ethical standards.

Additionally, be transparent with your team about the use of AI in creating Battlecards and provide guidance on how to best leverage the content while maintaining authenticity and trust with prospects.

And while the information you are collecting for Battlecards is publicly available and perfectly fine to access, be aware that your prompts and the data you add to ChatGPT are used to train the model and are NOT private. Don't share anything with ChatGPT that you wouldn't want to see publicized.

The Human Factor

Human input and collaboration remain vital in ensuring that the Battlecards are tailored to your business goals, unique selling points, and the needs of your prospects and that they include intelligence you and the team gather on sales calls.

Lack of Updated Insights

Keeping up with your competitors is not a one-and-done project. Even if every answer from ChatGPT were current today (it's not), the competitive landscape changes constantly. ChatGPT should not be used to power your ongoing competitive intelligence program.

Self-Imposed Limits

Sometimes ChatGPT refuses to answer questions it might perceive as negative (example: asking for the weaknesses of a product), instead delivering a scolding. Try regenerating the response or try another NLP AI such as Bard.

Prompts to Build a Better Battlecard with ChatGPT

Knowing how to ask is key to getting quality information to build out your Battlecards. Here are some areas where ChatGPT shines and the prompts you can use to get what you need.
This works best when your competitor is fairly well established online. You may need to add some context to a company name that is less well known or that uses a common word as a brand name. Example: "ABC accounting software" rather than "ABC."

Lists of Important Pages to Track

Provide the URL for Facebook, LinkedIn, Instagram, YouTube, G2, TrustRadius, Capterra, Crunchbase, Glassdoor, Google Play, App Store, and Indeed for <competitor>.

Provide the URL for Facebook, LinkedIn, Instagram, YouTube, G2, TrustRadius, Capterra, Crunchbase, Glassdoor, Google Play, App Store, and Indeed for HubSpot

While I cannot browse the internet, I can provide you with some general URLs for HubSpot's presence on these platforms. Keep in mind that these links were accurate as of September 2021, and it's possible that they may have changed since then.

1. Facebook: https://www.facebook.com/hubspot/
2. LinkedIn: https://www.linkedin.com/company/hubspot/
3. Instagram: https://www.instagram.com/hubspot/
4. YouTube: https://www.youtube.com/user/HubSpot
5. G2: https://www.g2.com/products/hubspot-crm/reviews
6. TrustRadius: https://www.trustradius.com/products/hubspot/reviews
7. Capterra: https://www.capterra.com/p/186332/HubSpot-CRM/
8. Crunchbase: https://www.crunchbase.com/organization/hubspot
9. Glassdoor: https://www.glassdoor.com/Overview/Working-at-HubSpot-EI_IE227605.11,18.htm
10. Google Play: https://play.google.com/store/apps/details?id=com.hubspot.android&hl=en
11. App Store: https://apps.apple.com/us/app/hubspot/id883126079
12. Indeed: https://www.indeed.com/cmp/Hubspot

→ Make sure you click to check each one. There are two errors here - Capterra and App Store.

Company Overview

Can you give me a brief company overview for <competitor>? I'd like to see:
Location
Date founded
Number of employees
Funding
Regions served
Brief description of their product or service
Key customers

Can you give me a brief company overview for HubSpot? I'd like to see:
Location
Date founded
Number of employees
Funding
Regions served
Brief description of their product or service
Key customers

As of my last update in September 2021, here's a brief overview of HubSpot:

1. Location: HubSpot's headquarters is located in Cambridge, Massachusetts, United States.

2. Date Founded: The company was founded in 2006 by Brian Halligan and Dharmesh Shah.

3. Number of Employees: As of September 2021, HubSpot had over 5,000 employees. This number may have changed since then, so it's a good idea to check their LinkedIn or Crunchbase profile for the latest information.

4. Funding: HubSpot raised approximately $100 million in funding before going public in October 2014 (NYSE: HUBS).

5. Regions Served: HubSpot serves customers globally, with a presence in North America, Europe, Asia-Pacific, and Latin America.

6. Brief Description of Their Product or Service: HubSpot is a leading inbound marketing, sales, and customer service platform. They offer a suite of tools and software for businesses to attract, engage, and delight customers, including a free CRM, marketing automation, sales tools, and cu ⟳ Regenerate response ⟳. Their platform is designed to

→ Remember, the information only goes back to 2021 at this time. Still, it's helpful for knowing what to look for!

GTM Company GTM

Can you give me a brief overview of <competitor> go to market strategy?

Product Features and Functionality

What should a sales rep working at <my brand> know about <competitor> product features and functionality to win more deals?

Product Feature Comparison

Can you create a product comparison table for <competitor> vs. <my brand>?

Here's a comparison table outlining some of the main features and aspects of Zoho CRM and HubSpot CRM. Please note that this information is accurate as of September 2021, and some details may have changed since then. Be sure to check the official websites of each product for the most up-to-date information.

Feature/Aspect	Zoho CRM	HubSpot CRM
Pricing	Free version available with limited features; paid plans start at $14/user/month (billed annually)	Free version available with limited features; paid plans start at $45/month for the Starter Growth Suite
Target Audience	Small to large businesses	Small to large businesses
Deployment	Cloud-based	Cloud-based
Customization	High level of customization	Moderate level of customization
Integrations	Zoho Suite, G Suite, Microsoft Office 365, and other third-party apps	Native integrations with HubSpot's Marketing and Service Hubs, G Suite, Microsoft Office 365, and other third-party apps
Sales Features	Lead management, contact management, deal tracking, sales forecasting, email templates, and more	Contact management, deal tracking, email templates, live chat, meeting scheduler, and more
Marketing Features	Zoho Campaigns integration for email marketing, web forms, social media marketing, and more	HubSpot Marketing Hub for email marketing, landing pages, social media marketing, and more (additional cost)

Customer Support Features	Zoho Desk integration for ticket management, live chat, and more	HubSpot Service Hub for ticket management, live chat, and more (additional cost)
Reporting and Analytics	Customizable reports and dashboards, sales forecasting, and more	Customizable reports and dashboards, sales analytics, and more
Mobile App	iOS and Android	iOS and Android

🔄 Regenerate response

When choosing between Zoho CRM and HubSpot CRM, it's important to consider your business needs, budget, and required features. Each platform has its strengths and weaknesses, and your choice should depend on which one aligns best with your company's goals and requirements.

$ Pricing

What should a sales rep working at <my brand> should know about <competitor> pricing to win more deals?

Positioning

Can you tell me briefly how <competitor> positions itself in the market?

↓ Weaknesses / Why We Win

As part of a sales Battlecard, what are the 5 main weaknesses that <competitor> has vs <my brand>?

Strengths / Why We Lose

As part of a sales Battlecard, what are the 5 main strengths that <competitor> has vs <my brand>?

✕ Objections

Write the 3 main objections a sales rep working at <my brand> will have to face when discussing with potential customers who are considering <competitor>, also write the responses and make sure they are short, concise, and sound natural.

Note: There is no substitute for the experience you and your team have gathered, but this can be a good place to start.

Write the 3 main objections a sales rep working at Zoho will have to face when discussing with potential customers who are considering HubSpot, also write the responses and make sure they are short, concise, and sound natural.

Objection 1: HubSpot offers a free CRM with more features and integrations than Zoho.

Response: While HubSpot does offer a free CRM, it's important to consider the full range of features and scalability you'll need as your business grows. Zoho CRM offers a highly customizable solution with advanced sales and marketing capabilities, which can be tailored to your specific requirements. Additionally, Zoho CRM integrates seamlessly with the entire Zoho Suite, providing an end-to-end business solution for your organization.

Objection 2: HubSpot has a better reputation and is more widely recognized in the industry.

Response: While HubSpot is well-known, Zoho has been a trusted provider of CRM solutions for over two decades, serving more than 60 million users worldwide. We prioritize customer satisfaction and offer excellent support to ensure that our clients achieve their business goals with our comprehensive suite of products.

Objection 3: HubSpot provides an all-in-one platform for marketing, sales, and customer service.

Response: Zoho also offers a complete ecosystem of business applications, including marketing automation, sales tools, and customer support solutions. Our platform is designed to be modular, so you can pick and choose the features that best fit your needs, while also benefiting from seamle ⟳ Regenerate response oho applications. This flexibility

◎ "Kill" Shots

Write 5 kill shots a sales rep working at <my brand> can use to win more deals to <competitor> leveraging <competitor> weaknesses and <my brand> strengths, be short, concise, and direct.

⭐⭐⭐ Reviews

What are some of <competitor> customer reviews? Overall what do their customers like and dislike about the product?

This is where ChatGPT really shines - in analyzing and distilling information. You can also upload a list of newer reviews and ask ChatGPT to find common themes.

✦ Landmines

Write 3 landmines a sales rep working at <my brand> can use during a demo to increase the chances win a deal vs <competitor>, be subtle but aggressive against <competitor>, and don't mention <competitor>.

## 👛 Answering Budget Concerns

I'm selling <my brand> to <prospect company> Their CFO has a lot of concerns about cost savings due to the current market. What are some points I can bring up about my (enter product type) to address his concerns?

Distributing Sales Battlecards

Now that you have the information, you need a place to store it and a way to distribute it so that everyone on the team has the same up-to-date intelligence and messaging.

You can keep a pdf version in a shared folder in Google Drive or Dropbox, but it is challenging to keep track of the current version and ensure everyone is using it. You can get started with our free Battlecard template here.

To truly make Battlecards useful, you'll want a tool like Kompyte that makes it easy to pull up Battlecard information no matter what other tools you're using.
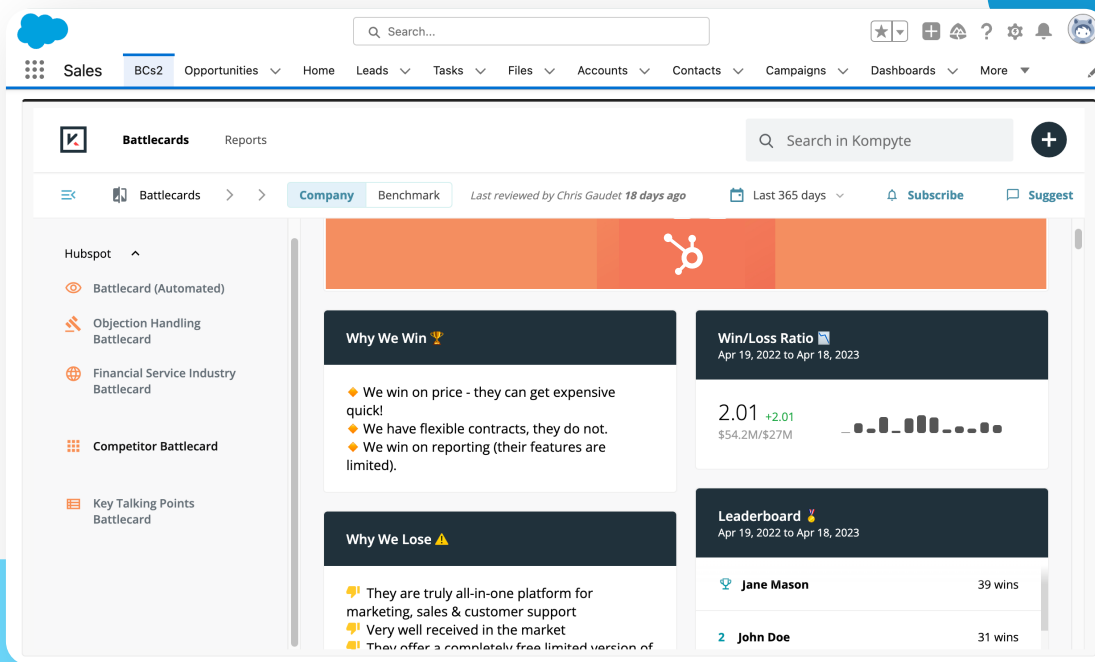
→ Here, Battlecards are easily accessed inside Salesforce (or with the browser extension).

Keeping Battlecards Up to Date

ChatGPT is fantastic for distilling data from your submission or its database, making it great to create a first pass at a new competitor Battlecard or to tweak the language for usability.

But (and this is a big but!) it cannot keep you up to date regarding your competitors' activity. You'll need a competitive intelligence automation tool like Kompyte for that if you want to avoid either spending too much time collecting and filtering data or missing out on something important.

You could run these prompts every month on ChatGPT, but since it's not collecting new data, it will never change. Other NLP AI might be better able to access more up-to-date information, but nothing beats having Kompyte scour over 500 million data points daily to pull out exactly what you need to beat your competitors.

The other element to keeping your Battlecards current is to ensure your team is actively contributing insights. Get that information out of their heads and into your Battlecards where everyone can use it! Kompyte makes it simple for anyone on the team to contribute insights whenever they appear.

→ Anyone can add valuable insights to a Battlecard using the Kompyte extension.

How to Use the Spreadsheet to Create Sales Battlecards with ChatGPT

Access the spreadsheet here. At the top of the sheet, simply replace <my brand> with your brand name and <competitor> with your competitor's brand name.

My Brand → my brand ←

Competitor → competitor ←

Then copy one prompt at a time and paste it into ChatGPT or another program. Copy and paste the results into the fields provided.

Next Steps

Ready to Automate
the Collection and Distribution of
your Competitive Intelligence and
Battlecards?

Book your custom demo here.

by Semrush

Kompyte.
by Semrush