



BATTLECARD PDF FOLLOW UP GUIDE

Tips for sales team follow up and battlecard iteration

1. How to Capture Real-World Feedback (Without Burdening Sales)

Why it matters

Sales will not fill out forms. If feedback is hard, it won't happen.

What to capture

- ▶ Objection that didn't fit the card
- ▶ Claim prospects pushed back on
- ▶ Section that was unclear mid-call
- ▶ Win/loss tied to a competitor mismatch

Low-friction methods

- ▶ Slack channel: #competitive-intel
- ▶ One CRM note tag: battlecard-feedback
- ▶ Monthly 15-min rep roundtable (verbal only)

Rule

- ▶ If it takes longer than 30 seconds, it won't scale.

2. Detecting When a Battlecard Is “Breaking”

Why it matters

Battlecards don't fail loudly — they just stop being used.

Warning signs

- ▶ Reps ask the same questions repeatedly
- ▶ Reps reference old competitors instead of new ones
- ▶ Sales creates side docs or personal notes
- ▶ Objection handling starts to diverge by rep

Action

- ▶ Trigger a review when two or more signs appear

3. Change Classification (What Deserves a New Version)

Why it matters

Not every tweak needs a full rewrite, but some absolutely do.

Minor updates (v1.1)

- ▶ Copy clarity
- ▶ New objection phrasing
- ▶ Updated proof points

Major updates (v2.0)

- ▶ Competitor repositioning
- ▶ New category language
- ▶ Shift in ICP or deal motion
- ▶ Sales motion change (SMB → mid-market, etc.)

Rule

- ▶ If the talk track changes, bump to a major version.

4. Iteration Workflow (Fast, Controlled, Non-Chaotic)

Recommended loop

1. Collect signal (weekly or monthly)
2. Draft changes in a working copy
3. Validate with 2+ reps
4. Publish new version
5. Archive old version
6. Notify sales (one sentence max)

What to avoid

- ▶ Silent updates
- ▶ Over-optimizing for edge cases
- ▶ Letting multiple owners edit simultaneously

5. Battlecard Drift Prevention

Why it matters

Over time, cards drift into:

- ▶ Feature creep
- ▶ Defensive tone
- ▶ Internal jargon

Quarterly audit questions

- ▶ Is this still how prospects talk?
- ▶ Would a new rep understand this without context?
- ▶ Does this reinforce our positioning, or dilute it?

If the answer is “no” to any → prune.

6. Sales Re-Enablement (When Updates Actually Stick)

Why it matters

Even good updates fail if sales doesn't internalize them.

Minimum re-enablement

- ▶ **One Slack post or email:**
 - What changed
 - Why it matters
 - One line to use on calls

Best practice

- ▶ **Record a 3–5min Loom walking through:**
 - The update
 - One real objection it solves

7. Long-Term Compounding Value

Why it matters

Battlecards can become a strategic asset, not just sales support.

Downstream uses

- ▶ Inform positioning docs
- ▶ Train new hires
- ▶ Shape website comparison pages
- ▶ Feed competitive enablement decks
- ▶ Support outbound personalization

Rule

- ▶ If a battlecard insight shows up repeatedly, elevate it to strategy.