GONG

3 WAYS GENERATIVE AI IS CHANGING THE GAME FOR YOUR SALES TEAM

… and moving them toward automation and guidance.

Everyone's doubling down on AI, and for good reason: Gartner estimates that AI will free up 27% of sales reps' bandwidth, which means reps will have more time to spend selling. Much of that time saved will come from using generative AI, which can draft accurate and personalized text at speeds sales reps can't match.

Besides freeing up time for selling, generative AI helps reps respond to customers faster, which means they win more often. Currently, deals are under threat because reps are too burdened with administrative and manual tasks to respond to buyers in a timely manner. (An astonishing 45% of sellers admit that one or more critical action items slip through the cracks each week.) When reps do respond, they can't personalize content quickly enough at scale. Generative AI allows reps to respond to buyers quickly and with highly personalized content — a winning formula.

Here are three ways your sales team can take advantage of generative AI to revolutionize daily tasks, save time, and spark more wins:

CURRENT

77%

of a seller's time is spent not selling (Forrester)

FUTURE

15%

revenue lift is possible when reps use AI (McKinsey)

01

Summarize calls quickly and accurately

- Save up to 80% of reps' call prep time by reading key highlights from previous calls.

- Extract and summarize action items from calls, guiding reps on how to move an account forward.

Call Spotlight
Netwrix + Wonka | Commercial Discussion

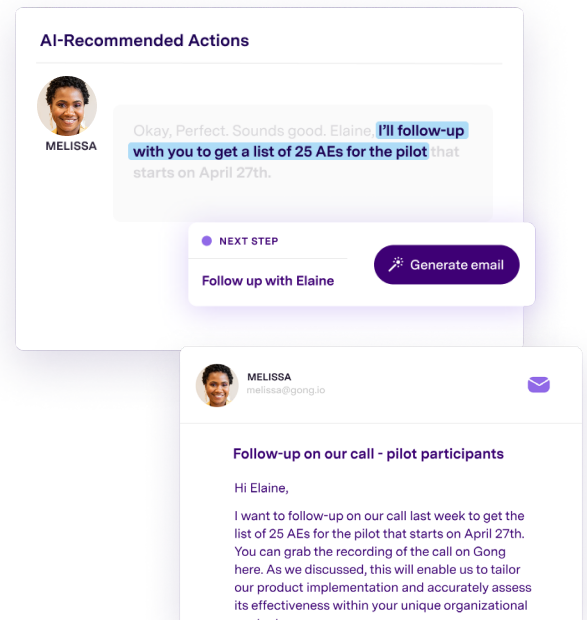**Highlights**   Outline   Ask anything

Call Brief

Joseph from Wonka and Seth from Netwrix discuss the challenges faced in driving revenue and accelerating deals in the pipeline. They schedule a follow-up call to walk through additional areas in the platform and outline the pilot process.

Pricing

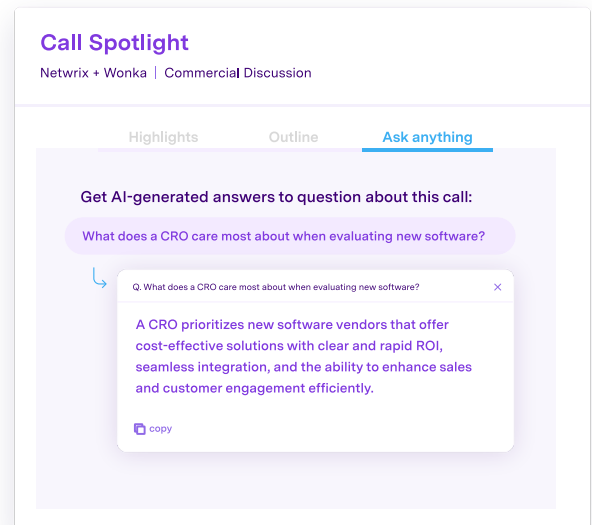- Joseph discussed the base pricing for licenses.

02

Write highly-personalized emails quickly and at scale

- Draft email replies at lightning speed so reps can respond to buyer inquiries within 24 hours and shorten sales cycles by 11%.

- Craft tailored first-touch emails, because using a company-specific topic in your outreach can triple customer reply rates.

- Create accurate follow-up emails — and include relevant buyer info and action items from the call — within 48 hours of a prospecting call to boost win rates by 18%.

- Access relevant email prompts and templates based squarely on your contact and account contexts.

AI-Recommended Actions

MELISSA

Okay, Perfect. Sounds good. Elaine. I'll follow-up with you to get a list of 25 AEs for the pilot that starts on April 27th.

● NEXT STEP

Follow up with Elaine

🪄 Generate email

MELISSA
melissa@gong.io

✉

Follow-up on our call - pilot participants

Hi Elaine,

I want to follow-up on our call last week to get the list of 25 AEs for the pilot that starts on April 27th. You can grab the recording of the call on Gong here. As we discussed, this will enable us to tailor our product implementation and accurately assess its effectiveness within your unique organizational context.

03

Focus on next steps

- Understand when a deal is at risk based on contextual clues, then generate the best next steps to take to win the account.

- Move your deal forward by asking your generative AI solution open-ended questions about pressing issues happening in your deals (competitor mentions, objection handling, pain points, etc.).

- Make better decisions using autonomously aggregated highlights from across deals, accounts, and contacts.

Call Spotlight

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Highlights　　Outline　　**Ask anything**

Get AI-generated answers to question about this call:

What does a CRO care most about when evaluating new software?

Q. What does a CRO care most about when evaluating new software?　✕

A CRO prioritizes new software vendors that offer cost-effective solutions with clear and rapid ROI, seamless integration, and the ability to enhance sales and customer engagement efficiently.

📋 copy

Visit **www.gong.io/product/ai/** to learn more about how generative AI can help your team.