



The Gong.io

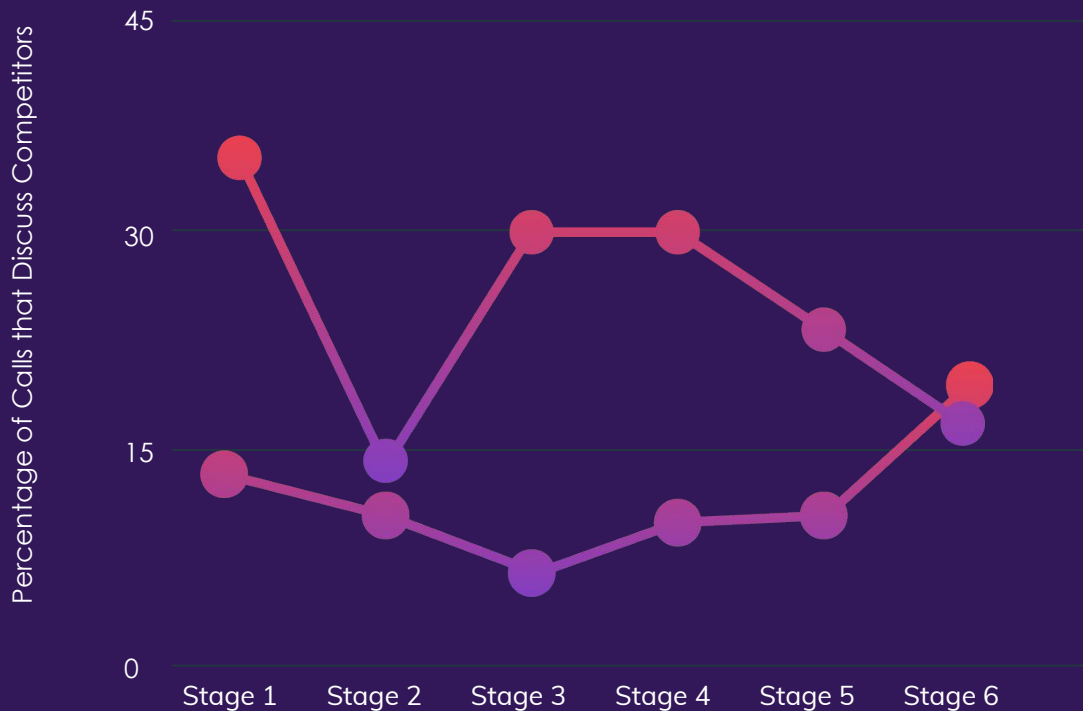
COMPETITOR

Conversation Insights



We analyzed **24,077 competitive deals** with AI and uncovered the following patterns and trends.

Competitor Discussions



Understand Your Market

In mature markets, discussions about the competition happen very early, then level off, and peak again in the middle of the sales cycle. This second spike is when technical discussions happen. Contrary to mature markets, buyers and reps in new markets usually discuss competitors late in the sales cycle. They also discuss competitors far less than mature markets.



Timing in Mature Markets

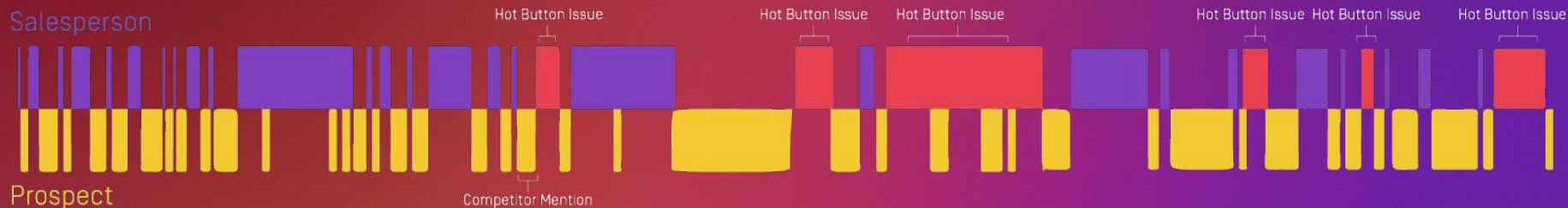


Competition is Bad for Business

In mature markets, competition is BAD. Prepare accordingly. Having a discussion about your competitors at any stage of the sales cycle reduces your odds of winning the deal, compared to if competitors were completely absent from your deal, except for one stage: Discussing your competitors during the technology fit or evaluation part of the sales cycle actually correlates with a higher win rate than if the deal was absent from competitor discussions.



Focus on One Key Issue



Top sellers test the waters the first time the competition comes up in the sales cycle. That's when they discuss a few topics around the competition. But, in subsequent competitor discussions, top sellers zero in on the one topic that stood out as more important than the rest. They bring the buyer back to that hot button issue over and over whenever the competition comes up.

Timing in New Markets

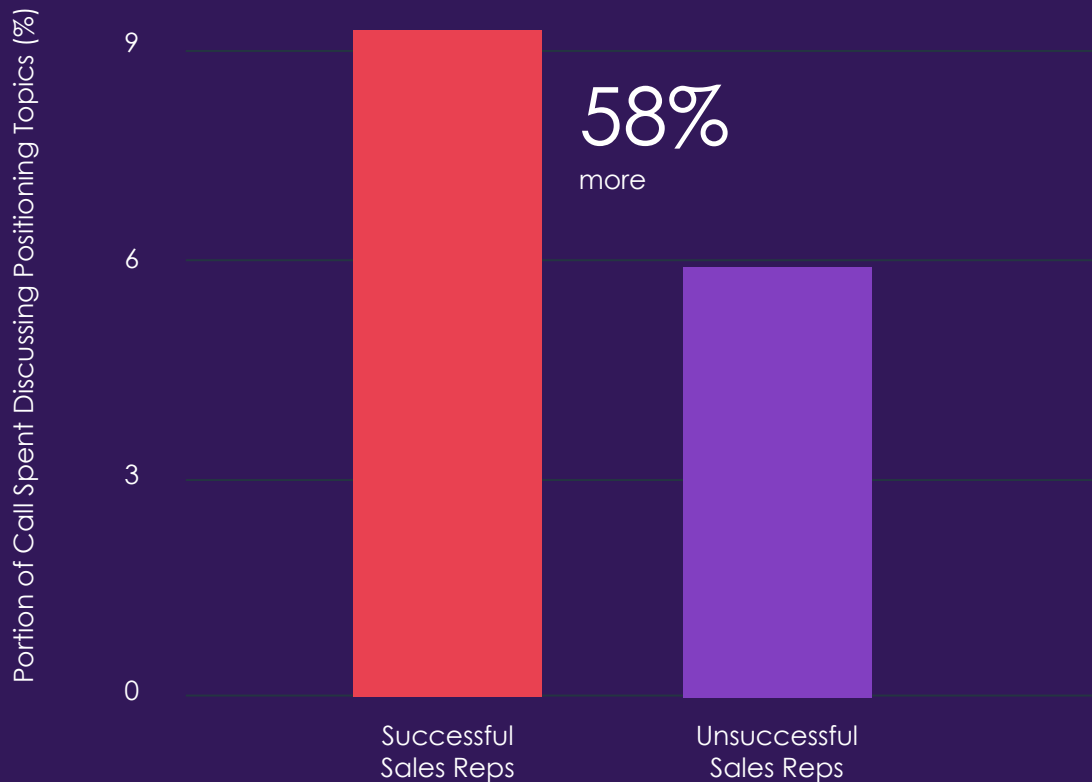


Competition is Good if it's Early

Selling in a new market is different in that competitive deals are a good thing, provided you win the battle early in the sales cycle.

Discussing your competitors at the beginning of the sales cycle correlates with a 24% higher likelihood of closing the deal compared to not discussing the competition at all.

Positioning is Crucial



Position Yourself to win

Sellers who use positioning win more competitive deals than their peers. Positioning-related topics include:

- Positioning
- Company overview
- Category education



THANK YOU



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