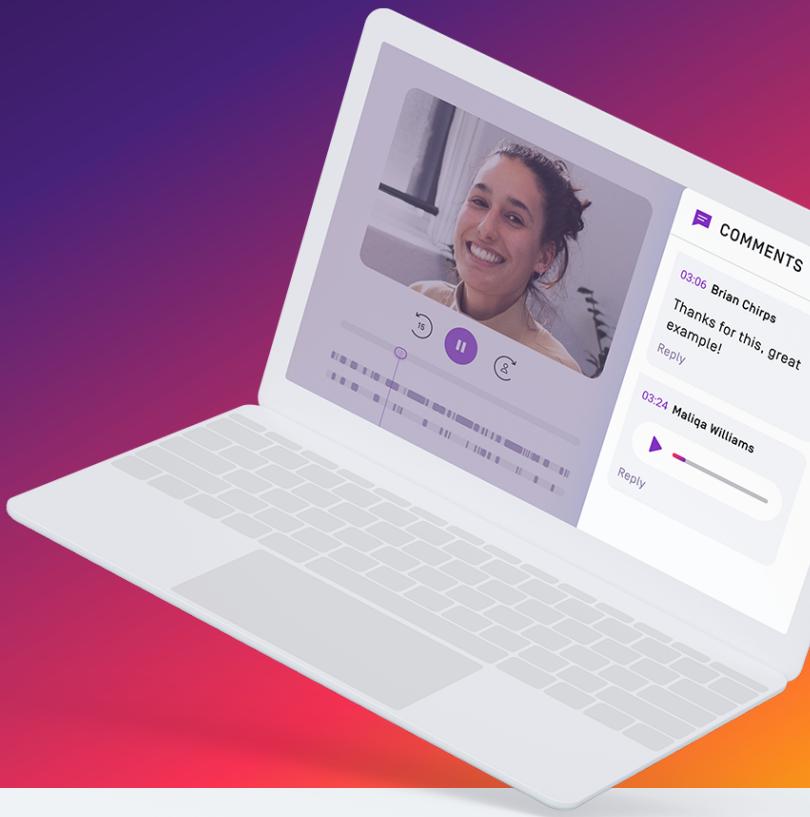




GONG FOR FIELD SALES MANAGERS

# Unlock your pipeline's potential. Empower your team to close more deals.

#1 Rated on



## Meet Gong, your new best friend.

It's time to get real visibility into your pipeline and arm your team with the tools they need to thrive in a virtual sales environment. Gong automatically captures and analyzes your reps' conversations with buyers and gives your team the toolkit that they need to close more deals. Spend less time figuring out what's going on in your pipeline, and spend more time marshaling internal resources to close important deals.

*Without Gong, we wouldn't know what works and what doesn't work in the field. Having insight into our customer interactions allows us to understand how the buyer's perception of our product and positioning are evolving. Gong allows us to build the repeatable, reliable sales motion necessary for hypergrowth.*



Armen Zildjian  
VP Conversational Sales, Drift



### GET DEAL VISIBILITY FROM CONTACT TO CLOSE

Gong gives you unprecedented visibility into your team's deals. Improve your forecast accuracy, direct resources to the right deals, help your team remove internal barriers, and close more business.



### A COLLABORATION HUB FOR THE ENTIRE REVENUE TEAM

Gong helps your sales team bring the voice of the customer to the entire organization. Collaborate with Sales Engineers - sharing the customer's requirements in their own words. Raise escalations to the product team, and ensure smooth handoffs from BDR to AE, to CS. And work with marketing to go to market with the right message.



### TRACK YOUR TEAM'S PRODUCTIVITY AND DEVELOPMENT

Gong keeps tabs on your team's productivity, syncs with CRM, and provides hard data on soft sales skills – that saves your team time on menial tasks like note-taking and updating CRM notes, and gives you data on who's crushing it, and who needs a boost.

# How it Works



## CAPTURES

Gong captures all of your customer interactions across channels



## UNDERSTANDS

Gong uses AI to understand what was said in these interactions



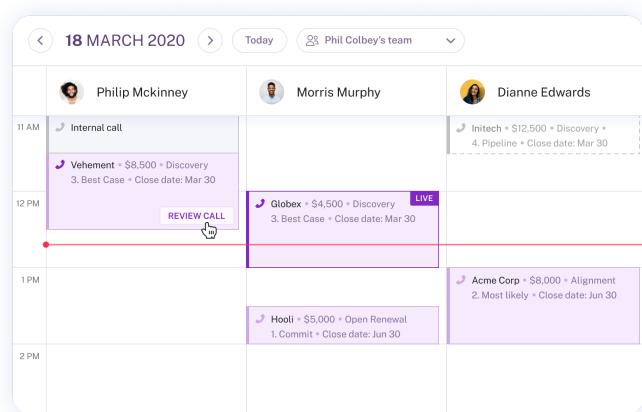
## DELIVERS

Gong delivers insights to help you win more deals

## Key Features

### YOUR NEW SALES FLOOR

With the Activity Calendar in Gong, you'll spend less time asking about what's happening, and more time selling as a team. With all of your team's scheduled calls in a convenient calendar view, you can identify calls that need your support, and quickly understand which team members need additional resources. It's never been easier to stay in sync with your team.



#### Deals Closing This Month

DEALS	ACTIVITY	AMOUNT	OWNER	WARNINGS
Acme Ltd New Business	● ● ● ● ●	\$7,000		<span>⚠ 2</span>
KLNO Upsell	● ● ● ● ●	\$10,000		
Mazefront Upsell	● ● ● ● ●	\$15,000		<span>⚠ 1</span>
Frontlines Upsell	● ● ● ● ●	\$10,000		

### USE INSIGHTS TO WIN MORE DEALS

Gong visually summarizes deal interactions across your team, showing you which deals are healthy and which deals are at risk of stalling. You now have a true understanding of what's going on in every deal, so you can proactively identify trouble spots, remove blockers to help your reps move deals forward, and have total confidence in your pipeline forecasts.

*With Gong, everyone can see the velocity of a deal — per rep — in real-time. This allows for immediate coaching and reduces the chance that leadership will make emotional, often poor, decisions based on what's in our CRM.*

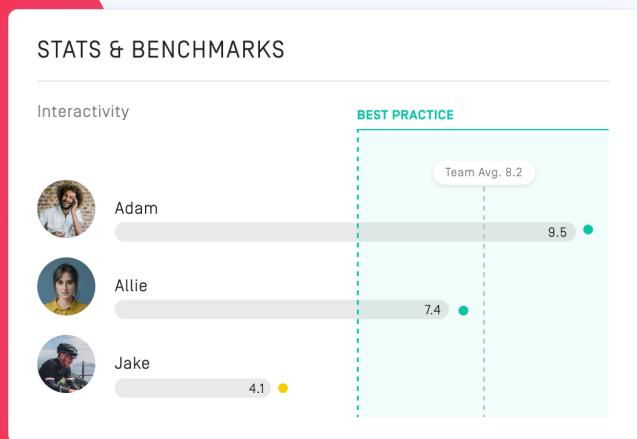
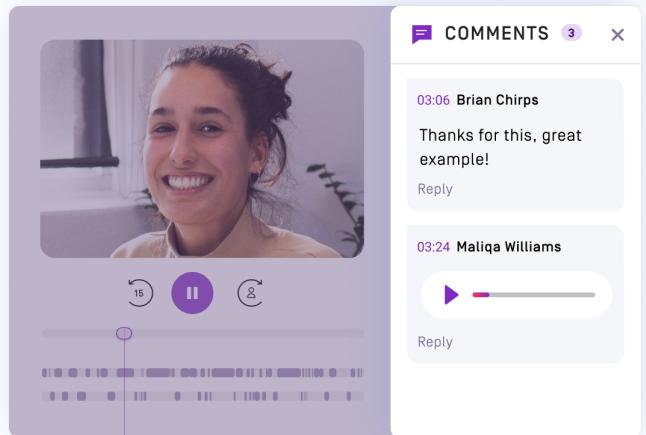


**Geoff Prince**

Director of Sales, Drip

## RALLY THE TEAM TO CLOSE KEY DEALS

Use Gong to surface critical deal blockers to internal stakeholders. Share calls with the product manager, so they understand why a certain feature is a deal-breaker. Shorten kickoff times by having SE's hear requirements from the customer verbatim. And ensure the handoff from AE to post-sale is as smooth as possible by sharing key moments.



## AI THAT TELLS YOU WHICH SALES PLAYS WORK BEST

Gong uses AI to understand what sets your top closers apart from the rest of your team. It recognizes patterns across hundreds of hours of their conversations and identifies behaviors and sales moves your reps should use to close more deals.

## DEVELOP YOUR TEAM'S TALENT

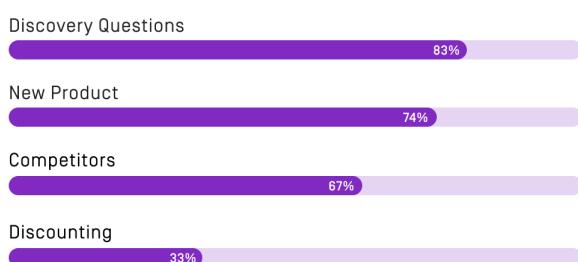
Your team has been around the block and they already have great sales skills. Gong tracks more advanced skills and helps your reps coach themselves, allowing them to improve on their own and highlighting how you can provide guidance to help them reach their full potential.

### 24 TEAM RECOMMENDATIONS

	Mike	<span>+4</span>
	Allie	<span>+8</span>
	Jake	<span>+12</span>

## TRACKER USE

Percentage of 789 calls

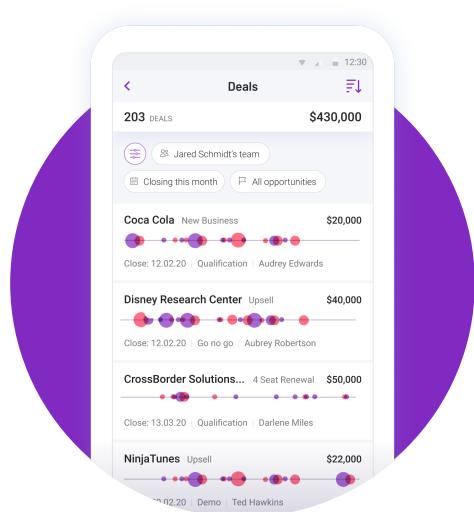


## MEASURE TALK TRACK IMPACT

Make sure your team uses the right talk tracks and that they *work*. Gong measures your reps' success when they bring a new product or feature to market or you launch a new sales methodology. See what's happening inside conversations and use that information to course correct *quickly* instead of wasting an entire cycle waiting for results.

## EVERY DEAL IN YOUR POCKET

Catch up on your team's calls, provide feedback while walking the dog, and prep for your next pipeline review while making breakfast. Turn downtime into prime time with Gong's comprehensive mobile app for iOS and Android.



*I wanted a coaching platform where I could monitor the quality of the coaching. How do I give feedback on coaching when I can't watch the coaching? I needed one place to go to make my team better.*



**Rob Auld**

SVP Sales Auvik Networks

Empower your team with Gong

Ready to lead your team to new heights?

[REQUEST A DEMO](#)

