



GONG FOR SALES ENGINEERS

# CREATE A WORLD-CLASS SALES ENGINEERING TEAM

#1 Rated on



## MEET GONG, YOUR NEW BEST FRIEND.

Gong automatically captures and analyzes your interactions with your prospects. It gives you the toolkit you need to better understand buyer requirements and collaborate with the sales team to find innovative solutions. As a leader, you can now deploy your SEs more effectively, monitor adoption of key SE initiatives better, onboard new SEs quicker, and have data-driven conversations with your cross-functional partners. As an individual contributor, that means you can be better prepared for all of your deals and constantly improve your skills and close more deals.



### Be prepared for every call

From the first SDR call to post-sale handoff, Gong captures the buyer's journey so you have the customer's voice, in their own words. Don't rely on inaccurate notes from sales. Hear the prospect's requirements, understand the expectations the AE set upfront, and get the necessary technical information unfiltered so you'll be prepared for every call.



### Seamless collaboration with your internal teams

Gong is a hub where you can work with AEs to understand requirements, tag R&D on key questions and escalations so they understand what the prospect truly needs, and easily transfer knowledge to your post-sale team for seamless execution.



### Capture winning track talks, and enable the team with proven tactics

Measure what 'great' looks like in your process. Learn what works best, package that knowledge in Gong, and level up the entire team by sharing those best practices with everyone. BONUS: You significantly reduce onboarding time for new SEs.

Gong tracks how my sales engineers are used so I know how to direct my efforts and theirs. I get alerts about competitors who cause issues in our deals, I can see which parts of my product are challenging to demo, and I know which user personas are the naysayers in my deals.



Rohan Vaidya,  
Head of Sales Engineering  
at Gong

## 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



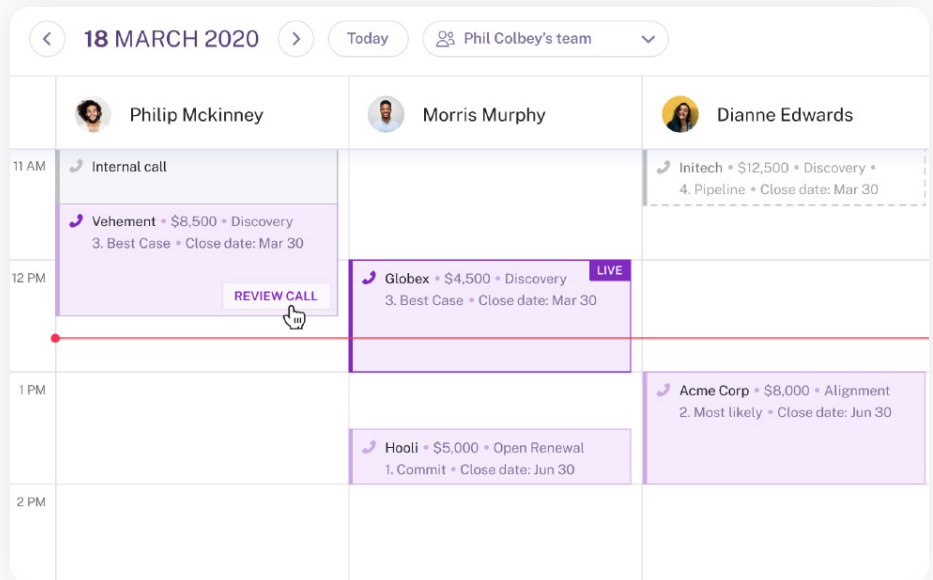
### Delivers

Gong delivers insights to help you win more deals

## KEY FEATURES

### SEE HOW SES USE THEIR TIME

With Gong's Activity Calendar, you'll spend less time asking, "What's happening?" and more time working with prospects. You'll see where SEs are being used and how efficiently your SE team is aligned with the sales team. Gong for Salesforce automatically logs SE activities, saving your team time and headache logging activities manually in SFDC. This data gives you the visibility you need to ensure SEs are being deployed effectively.

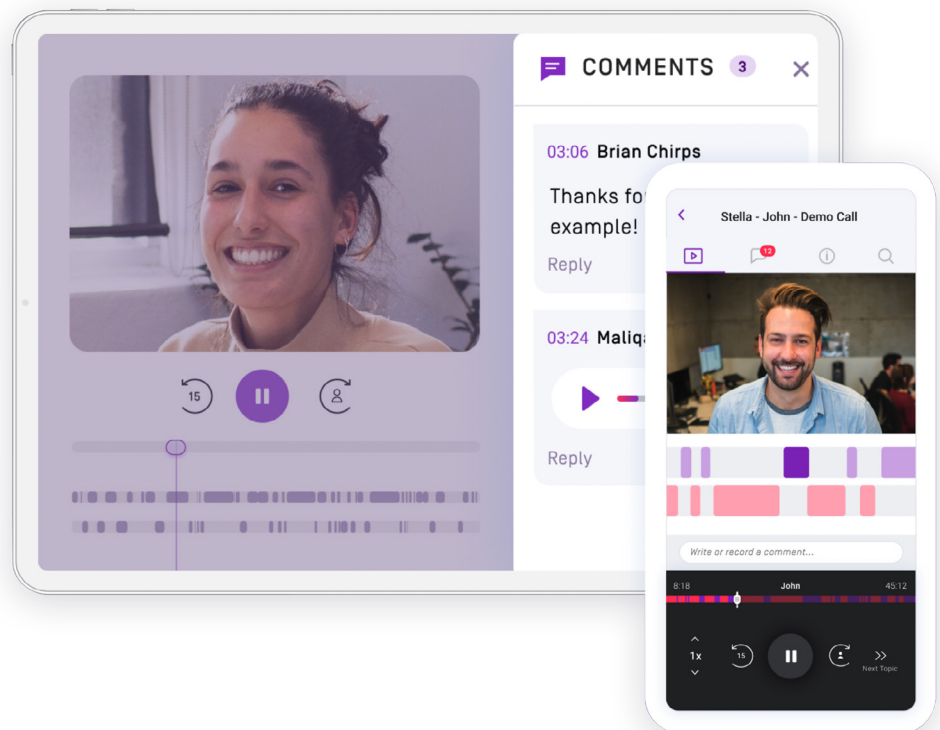


## COLLABORATE SEAMLESSLY WITH YOUR DEAL TEAM

Gong makes it easy to capture notes in every call and share those snippets with your team. That makes it simple for SEs to go back to important moments in each call to understand the prospect's needs. Hear a feature request? Tag R&D so they can learn about it. Hear something the post-sale team should know about? Make smooth handoffs by sending them prior calls with comments at key moments.

As a Sales Engineer, it's critical that I remember the technical details of each call. Gong makes it easy to go back, search for and find relevant details, whether they're in a conversation or something shared on screen.

Chuck Stuart,  
Pre-Sales Engineer



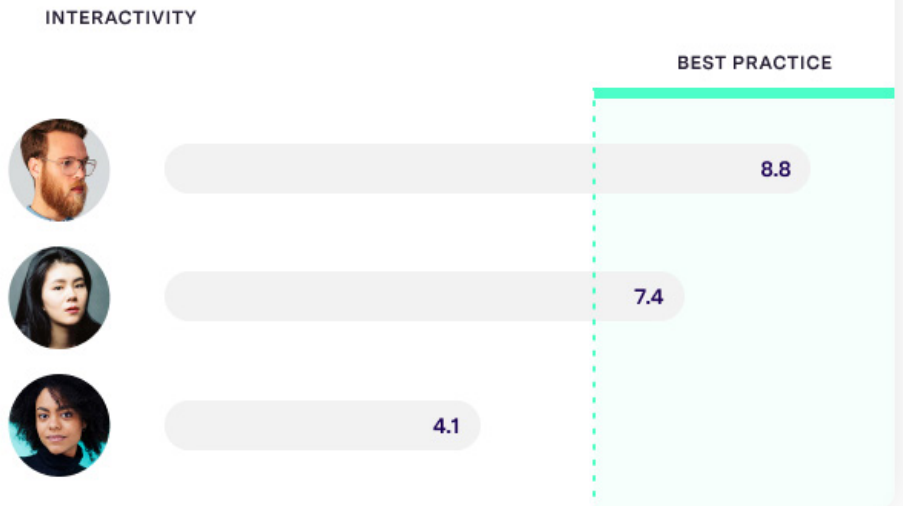
## DEVELOP YOUR TEAM'S TALENT (AND YOUR OWN)

Whether you're a manager or an individual contributor, Gong provides benchmarks to help you assess individual and team performance. Use Gong's stats to see which skills need work and identify high-performing peers you or your team can learn from. Critically examine your own calls for filler words and other trends so you can develop into the best SE you can be!

Gong gives me full visibility into past interactions with my prospects so I'm always ready for my demos. I can also up my game by watching the best demos from my peers. It's a brilliant way to learn how to position my product against competitors and the best objection handling techniques that work in the field.

Rob Capozzi,  
Senior Sales Engineer

## Stats & Benchmarks



## MEASURE CONVERSATION TRENDS

Make sure your team uses the right talk tracks, and that they work. Watch for trends around competitors and understand which technical landmines the competition leaves behind. Learn which talk tracks disarm buyers and make sure everyone uses them. Measure adherence to technical win processes and find out whether the team is leveraging newly implemented methodologies.

### Tracker Use

Percentage of 789 calls

New product introduction has a high conversion

#### NEW PRODUCT INTRODUCTION



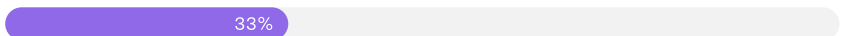
#### NEW SALES MESSAGING



#### NEW PRICING

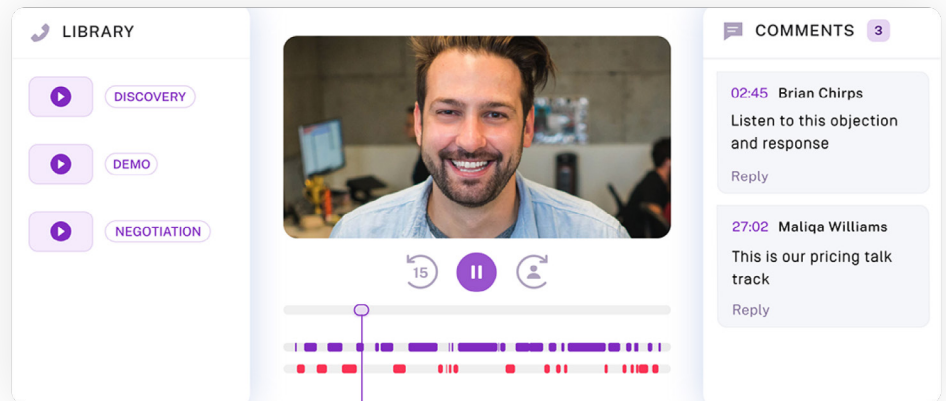


#### NEXT STEPS



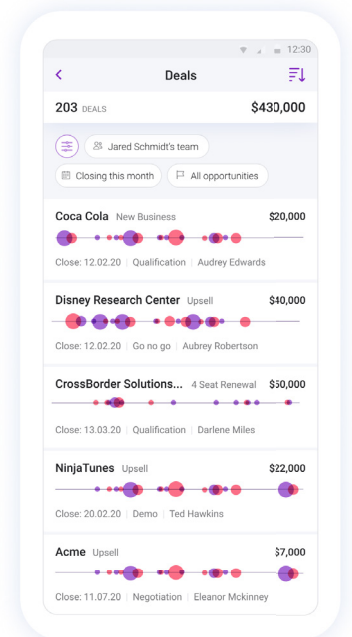
## DECREASE TIME-TO-VALUE FOR NEW SEs

Bring new SEs up to speed faster than ever. Share real calls from your best SEs so your new recruits learn the ropes from your top performers. Make ongoing coaching effortless with libraries of your team's best practices, and give your SEs tools to guide their own learning and development. Create playlists that tackle common use cases, demo flows for specific personas, objection handling, and calls that beat competition, so your team always has the best talk tracks.



## PUT EVERY CONVERSATION IN YOUR POCKET

Double check your prospects' requirements while you're walking the dog, or prep for your next demo while you're making breakfast. Turn downtime into prime time with Gong's comprehensive mobile app for iOS and Android.



Understand your buyer's true voice with Gong.



Book a demo