



TEAM SELLING CHEAT SHEET

How to sell as a team and win more deals



The data is clear.
Bring your colleagues into your sales process and you'll win more deals:



Here's the low down on **when** and **how** to use four main personas to boost your success...

SALES LEADERSHIP

+119% increased win rates

WHO: This includes your sales manager through the VP of Sales (but not your CRO).

WHEN TO INVOLVE THEM: Are you having trouble connecting your product to your customer's bigger picture? Or is the customer stuck in the weeds about their problems or your solution? Bring in someone to level-up the conversation to something more strategic.

WHY THEY'RE IMPACTFUL: When you can tie your solution to your prospect's strategic goal, you jump from a "nice-to-have" to a "must-have." Enable your sales leader to talk strategy and paint a picture of life for the higher ups if they use your product. (Plus, sales leaders can accelerate negotiations if things take off.)

CAUTION: Prep your sales leader before the call and only use them to accomplish a clear goal. Otherwise, they may aim to close the deal on the spot. Not preparing them sets them up for failure and that's not what you (or they!) want.

FACT: Sales leaders are already involved in 16% of sales calls, the most of any persona we analyzed.

SALES ENGINEERS (SEs)

+32% increased win rates

WHO: They're sales engineers, solution architects, and folks with similar titles. You know, the ones who fully understand the technical side of the product *and* can explain it in terms your buyers understand.

WHEN TO INVOLVE THEM: Bring them into technical conversations. That's where they shine — during demos or integration conversations. If your buyer wants an in-depth explanation of how your offering works, that's your cue to loop in your SE.

WHY THEY'RE IMPACTFUL: Technical buyers trust other technical people. Many buyers are wary of sales people who are incentivized by commissions. SEs on the other hand, are viewed as a neutral party whose M.O. is problem solving and answering questions.

CAUTION: Don't hand the mic to your SE, go on mute, and expect them to land the deal. They play a specific role in the buyer's journey, and it's not closing. Get them to clear the air on technical stuff so you can focus on higher-level pain points and navigate the buying process. Be ready to jump in if the conversation takes a turn back into your sales process lane.

DOUBLE CAUTION: If you're a Gong Labs regular, you know that feature dumping kills deals. Your SEs are there to answer intricate questions, but don't let them stay in the weeds too long. Get back to value selling.



BONUS: Want to get even more out of your demos, with or without SEs at the table? Check out this piece on why value-based selling is everything: ["Driving Next Steps" isn't Enough. This is What REALLY Moves Deals Forward.](#)

CUSTOMER SUCCESS

+98% increased win rates

WHO: This group includes anyone in a relationship-based role after the initial sale. That's mainly customer success and account managers, and it can be anyone from ICs to leadership.

WHEN TO INVOLVE THEM: If your customer wants details around onboarding and support, bring in CS. If your buyer is interested in learning what the post-sale relationship looks like, that's a great sign.

WHY THEY'RE IMPACTFUL: Customers like to have a sense of what the post-sale era will look like. Bringing in a CS representative gives them confidence that they'll be taken care of and that their success is important to you.

TIP: If possible, introduce the specific CSM who will be assigned to their account if they move forward.

CAUTION: Don't loop this persona into discussions too early. Identify the right spot in your sales process so it doesn't feel like you've put the cart before the horse.

CxOs

+204% increased win rates

WHO: This one's simple. They're any of your C-level executives.

WHEN TO INVOLVE THEM: Bring them in if the deal feels competitive. They'll provide executive alignment, often bringing the buyer's C-suite to the table for the first time (more on this below). They'll also speak at a strategic level about the buyer's company vision and their position in the market.

WHY THEY'RE IMPACTFUL: Much like sales leaders, they can elevate the conversation and expedite negotiations. But their bigger benefit comes from who they bring to the table. If you bring in your exec, always make sure your customer brings in an equally-weighted executive. The benefit is twofold: You get high-level alignment and you have decision makers at the table.

CAUTION: Don't expect them to take over your deal if there are follow-up steps. It's important that you don't switch leads in the middle or at the end of the deal. Get their support, but let them know that it's all you need.

FACT: This group is the most effective at boosting deals and the least used of the four personas we explored...
Time to switch that up, no?



Add these techniques and your colleagues to your deals, and you'll see a major lift in your win rates.

Teamwork makes the ~~dream~~ deal work.

Want to learn how *you* can use team selling to win more deals?

We'd love to show you how with Gong.

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