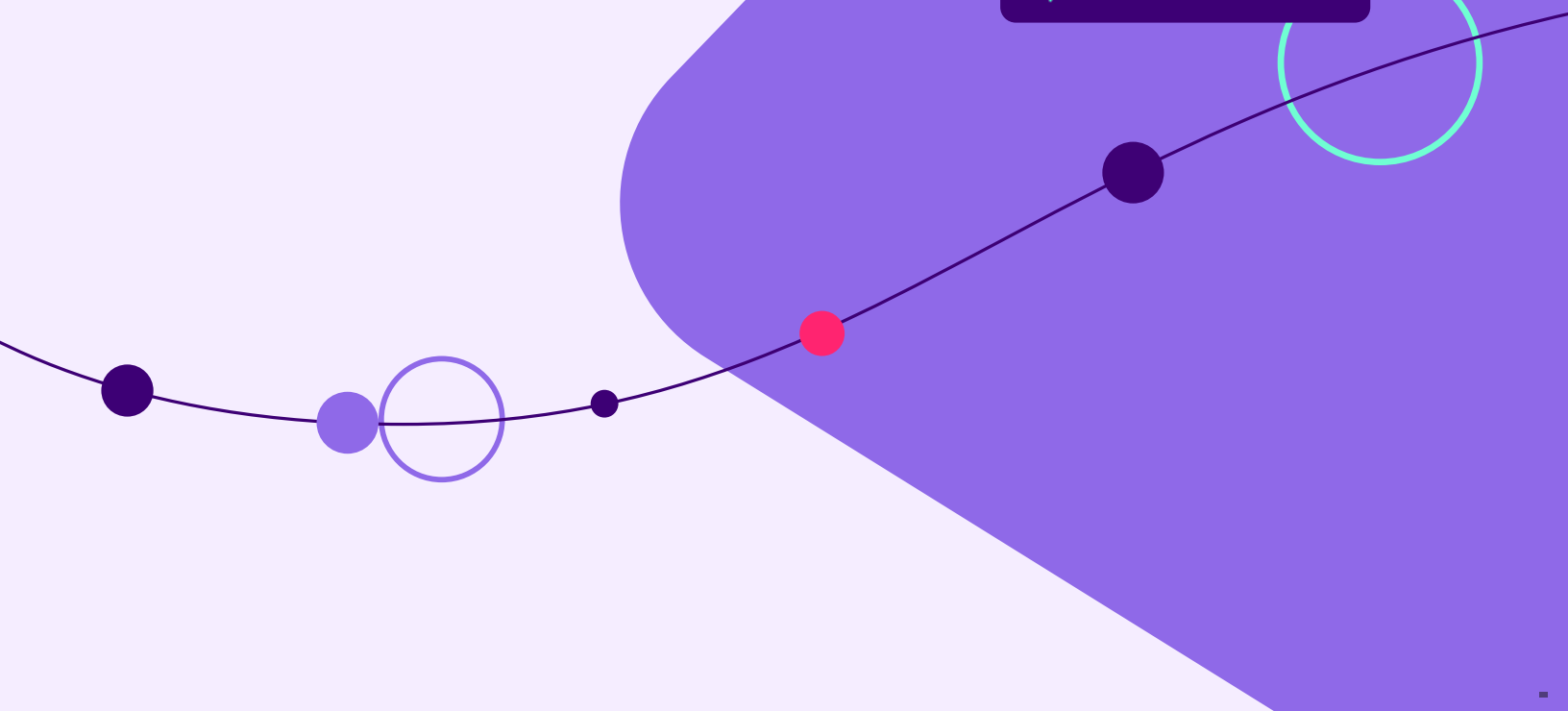




# WHAT IS REVENUE INTELLIGENCE?

Learn about the platform that's leading the reality revolution for the world's fastest-growing organizations.



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# WHAT IS REVENUE INTELLIGENCE?

## The spark that inspired revenue intelligence

It all started with three words: Sales are falling.

The year was 2015 and Gong's founder, Amit Bendov, was CEO of a different company—one of the hottest enterprise analytics startups.

Until that point, everything had been going so well: Deals were landing. Customers were happy. Slack constantly buzzed with sales, renewals, and upsells.

But then everything changed.

Reps began to lose more deals than they closed. Revenue dipped. Growth became a vague memory.

Faced with fading fortunes, Amit had a straightforward question for his executive team: What's going on?

There was nothing obvious—no huge recession or worldwide pandemic.

They scoured the company's CRM, looking at every piece of data: leads, calls numbers, website visitors, and more.

Everything was good. Every stat, figure, and metric suggested things should be rosy. But rosy they were not.

**THE COMPANY'S  
CRM, THE DE  
FACTO SYSTEM  
OF RECORD,  
WAS GREAT AT  
RECORDING  
WHAT HAPPENED,  
BUT NOT WHY IT  
HAPPENED.**

When he dug deeper, the real problems started to emerge.

The company's CRM, the de facto system of record, was great at recording what happened, but not why it happened.

Yes, deals had Loss Reasons like "No Budget" or "Bad Fit," but these were vague and unreliable. Did "No Budget" mean the prospect was on the verge of bankruptcy or that the rep didn't handle the objection well?

Inaccessible and incomplete information was driving opinion-based decision-making. Talented people were bogged down by mundane and labor-intensive tasks. Although they were on the same side, departments were misaligned, lacking a common understanding of the voice of the customer.

When he talked to other founders, Amit discovered these problems weren't unique to his company.

These common revenue challenges undermined otherwise outstanding organizations all around the globe.

Faced with a worldwide challenge of sales insight and understanding, what did Amit do?

He fixed the problem, of course.

He began listening to his company's most valuable asset: customer interactions, the conversations people had with marketing, sales, support, and customer success. In those conversations, he found all the answers he was looking for.

But he quickly realized the scale of the challenge. There were too many calls and too few hours in the day. Understanding customer interactions at scale required a new approach.

Amit decided to build an autonomous solution to address the problem, teaming up with future Gong co-founder Eilon Reshef.

They flipped the old CRM model on its head to deliver insight where previously leaders had none.

**WE'RE TURNING  
EVERY REP INTO  
A SUPERSTAR AND  
TRANSFORMING  
FORECASTING  
FROM AN ART  
INTO A SCIENCE.**

Together, they introduced the world to revenue intelligence.

Now, we're sharing that technology with the world. We're helping companies kick their deals into top gear. We're turning every rep into a superstar and transforming forecasting from an art into a science. And we're uniting companies behind a single goal of revenue.

In this paper, you'll discover how the status quo is undermining your revenue teams and how revenue intelligence can unlock reality to help them reach their full potential. You'll learn about the future of sales, customer success, and marketing. And you'll see how organizations are already using revenue intelligence to get ahead of their competitors.

Let's get started.



## **BUYERS HAVE CHANGED. SALES ORGS HAVEN'T**

The three fundamental revenue challenges Amit discovered are serious.

### **RUNNING YOUR BUSINESS CAN BE PAINFUL**

**X**

#### **OPINION-BASED**

Second-hand data does not tell the story of what is really happening

**X**

#### **LABOR INTENSIVE**

Non-value added tasks lead to poor efficiency and wasted time

**X**

#### **MISALIGNED**

No common understanding of the voice of customer

These things slow down employee productivity and erode engagement. They create disjointed customer journeys and needlessly increase churn. They turn great companies into mediocre versions of themselves.

Before we dig into each challenge in detail, let's look at how we got here.

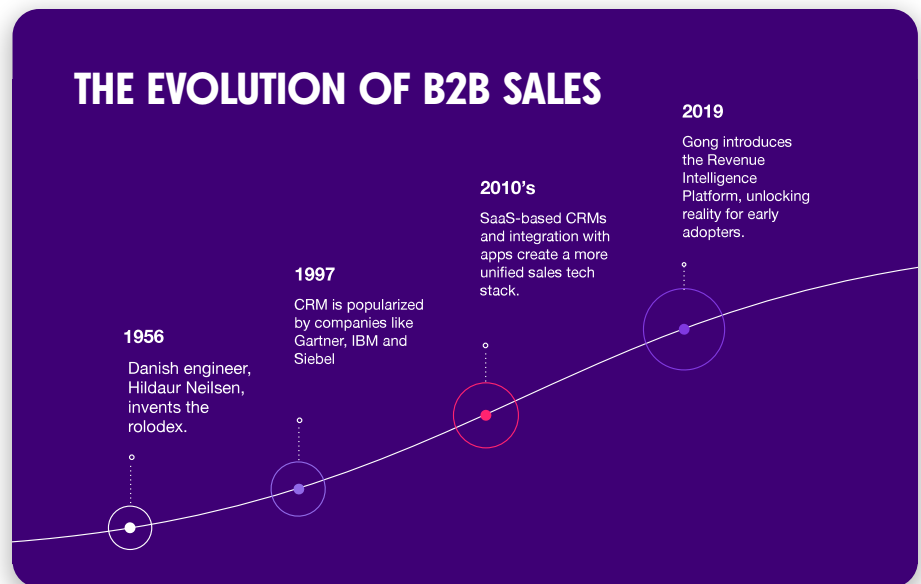
You see, sales used to be simple.

Okay, it used to be simpler.

Reps were the guardians of information. They could pitch to their heart's content and prospects would hang on their every word.

Things changed however.

The internet, content marketing, buyer-centric sales—you know the story.



**BUYING GROUPS SPEND JUST 17% OF THEIR TIME TALKING TO POTENTIAL VENDORS.**

-GARTNER

Buyers became self-directed and self-educating. [Two-thirds of buyers prefer to gather information on their own and 60% prefer not to interact with salespeople at all.](#)

Salespeople are no longer in control. Buying groups spend just 17% of their time [talking to potential vendors](#). That's all potential vendors, not just you. Reps and managers began guessing at what was going on, making decisions and judgements based on incomplete information.

**THE AVERAGE SALES  
REP SPENDS JUST  
23% OF THEIR  
TIME SELLING—LESS  
THAN THEY SPEND  
ON ADMIN TASKS.**

-FORRESTER

With buyers at the reins, buying journeys became less of a sequential process and more of a spaghetti junction.

Stakeholders jump forward to the stages they're most interested in and loop back to fill in new buying committee members. They dodge, dip, duck, dive, and dodge again until they've ticked off all key tasks.

This isn't a secret—even to the buyer. Three-quarters of buyers admit their latest purchase was [very complex or difficult](#).

Faced with an increasingly complex landscape, our workloads became dominated by shallow work. It's so bad that [the average sales rep spends just 23% of their time selling](#)—less than they spend on admin tasks.

Think salespeople want to spend their time on low-impact tasks like information finding and data entry? Of course not. They want to focus on meaningful work like discovery calls, writing proposals, and technical discussions.

The COVID-19 pandemic poured gas on the flames of change.

No, wait.

It tossed a couple of sticks of dynamite into the fire.

Overnight, the world went remote. Zoom! Houseparty! Clubhouse! We reinvented the workplace and learned all about asynchronous comms. Field sellers became expert inside sellers (although they still miss the ball games and steak dinners). Event marketers transitioned to virtual overnight.

They called it the New Normal.

Groan, eye roll, sigh.

Yes, you've heard it all before. This was a monumental shift. It created a brand new sales landscape—one sales leaders are still coming to terms with. Today's organizations must drive alignment across locationally independent teams and modify their structures and strategies to meet the expectations of buyers.

Buyers are going all in on virtual-first. Seven in 10 decision-makers say they're happy to [splash \\$50,000 on a remote purchase](#). One-quarter say they'll drop \$500,000.

**“We thought we knew what was driving sales excellence. We thought we knew what our partners thought about us, what the competitive landscape looked like, what the macro drivers in their space were. We thought we knew what drove sales rep behavior change.**

**We had an idea when we were in the office, but were far from exact. When we moved to remote, things got even murkier.”**



**Stephen Capezza**  
Senior Vice President of Premier Agent Sales & Partnerships  
at Zillow Group

Faced with so much change, sales orgs tapped people for insight. From the individual sales rep up to the CRO, everything relied on us squishy humans.

With so many deals in play and increasing deal complexity, it's impossible to brute force your way to understanding.

Sales leaders never really had a clear understanding of where things stood. Where was each deal? What needed to be done next? How could they accelerate the deal? How could they nudge it over the finish line?

Just understanding WTF is going on dominates the leaderboard for sales challenges.

According to [Gartner's CSOs survey](#), sales leaders called out ongoing economic uncertainty, shifting buyer preferences, behaviors, and decision making, increased customer expectations, and changing customer stakeholders as key concerns.

These are monumental changes. They impact every go-to-market function—marketing, sales, customer success. With the market shaking beneath our feet, chasms grew between teams, worsening existing misalignment.

The reality is, B2B sales hasn't responded to the sea of change.

Leaders are relying on opinion-based insights and decisions. Reps are burdened by labor-intensive work. Departments are misaligned and pulling in separate directions.



These aren't some minor inconveniences.

We're not talking about marginal gains here.

This status quo is wreaking havoc among sales teams.

### Leaders are operating based on opinions

Collecting account information, deal progress, and sales notes, CRMs typically operate as systems of record for companies.

But if you've ventured into your organization's CRM, you'll know that they're not exactly a beacon of excellence when it comes to data quality. CRMs are infamous for being out-of-date.

**“CRMs have not had a lot of innovation. They are really databases. They're not systems of engagement and intelligence. There's a lot of disruption you can bring to the existing CRM space. You're creating a new platform and a new category. You're disrupting a very large existing opportunity.”**



**Carl Eschenbach**  
Partner at Sequoia Capital

Traditionally, sales orgs tapped reps and managers to fill the void. Reps had to manually add in deal notes, summarizing hours of calls and pages of emails. Then during one-on-ones, managers would quiz their direct reports on their book: How about this deal you're working on? How's it progressing? Do you need anything? How likely is it to close? (All questions they should already know the answers to.)

That does bridge the gap—but it's a rickety ol' bridge.

Just think about the average 30-minute sales call. According to Gartner's [Market Guide for Revenue Intelligence Platforms](#), you're probably looking at around 3,500 spoken words.

Now, how long is the rep's note in the CRM for that meeting?

“Thorough sellers may enter 50 words into their meeting notes, and the rest of that potential intelligence is simply lost,” wrote the guide's authors, Steve Rietberg, Adnan Zijadic, and Dan Gottlieb.

Recording just 50 words means losing the other 98.5% of the call.

### **Teams are stuck doing mundane, labor-intensive tasks**

Here's a scary stat: sales reps spend just one-quarter of their time selling.

That's like clocking in on a Monday and finishing up Tuesday morning.

So where does the rest of their time go?

Simply put, all the BS work that comes with the sales status quo.

They're spending hours in their CRM, re-writing conversations they've already had. They're playing email ping pong, setting up meetings. They're running information-sharing calls to brief AEs and CSMs on whatever came before.

Imagine the uptick in sales productivity if your reps could reclaim their Wednesdays, Thursdays, and Fridays for selling.

It would be huge.

But this isn't just a numbers game.

No rep wants to spend their time doing administrative work. They're sellers. They want to sell. When you burden their schedule with all sorts of shallow work, they get frustrated, disengaged, and apathetic.

### **Departments are misaligned and disconnected**

Tom Hanks and Rita Wilson. Beyoncé and Jay-Z. Han and Leia.

The world is full of power couples.

Sales and marketing should be one of them.

But we've all seen the Dilbert cartoons. Marketers think sales reps are lawless cowboys. Sales reps think marketers only do arts and crafts. That's also not even bringing customer success and product into the mix.

**NO REP WANTS  
TO SPEND THEIR  
TIME DOING  
ADMINISTRATIVE  
WORK**

There's no getting away from the fact that these business units all have different perspectives and priorities. However, the status quo exacerbates this. It turns minor differences into gaping chasms and small disagreements into organizational rifts. Employees have a hard time connecting to their peers and their managers.

It gets worse, too. Clunky processes and shaky handoffs frustrate employees, but they infuriate customers. Think about having to repeat yourself to an SDR, AE, and customer success rep or being forced to fill out repeat forms for different departments. It's awful.

Every team has a separate ecosystem. Marketers use their MAP, reps have their CRM, and so on. Without a single source of truth—that's their customers—alignment, cooperation, and impact are all impossible.

### **Revenue intelligence to the rescue**

Okay, enough negativity.

We all know B2B sales is broken.

Let's talk about how to fix it.



## **IT'S TIME TO REBUILD THE REVENUE ENGINE**

Sales leaders have known about this problem for years.

It's kind of hard not to notice when you're flying the airplane.

We've seen a bunch of attempts to solve the challenge.

Earlier, we talked about how orgs try to harness their sales reps and managers for information finding and data entry. You can't brute force your way to clarity. Bias is rife. Information gaps are everywhere. Data is backward-looking. All in all, it's not a great solution.

**REVENUE  
INTELLIGENCE  
HARNESSES  
YOUR CUSTOMER  
INTERACTIONS  
AS A NEW SINGLE  
SOURCE OF TRUTH**

Others took a technical approach.

They built products for sales training, content management, forecasting, or another small slice of the problem.

They were okay tools, but they didn't respond to the changing face of B2B buying.

Neither did they harness the most valuable asset: customer interactions.

They ignored the reality locked in sales conversations, implementation meetings, and quarterly business reviews. They addressed the symptoms of B2B woes, rather than digging down to the root cause.

Revenue leaders haven't had the technology to dig deeper.

Until now.

Revenue intelligence is a new way of thinking about the problem. It doesn't try to understand business from the outside. It harnesses your customer interactions as a new single source of truth.

**What is revenue intelligence?**

Revenue intelligence automatically captures customer interactions, analyzes them to provide insights, and applies those learnings to determine the next best action for winning outcomes across an organization's go-to-market strategy.

It taps into your most important data source: the unfiltered voice of your customers.

It automatically captures all customer interactions and signals, analyzes them to provide insights, and applies those learnings to determine the next best action for winning outcomes across an organization's go-to-market strategy.

It supercharges your org in three key ways.

**Unlock reality with full visibility into your performance and market**

If you want to know whether a football team won or lost, you check the scoreboard.

If you want to know how they played however, you watch game tape.

It's the same for sales orgs.

Revenue intelligence captures and transcribes all interactions your customers have with your revenue teams to provide an unfiltered, unopinionated source of truth.

**“Revenue intelligence enables us to go from hypothesis to data to actionable insights. This enables us to improve the skills of our reps, enhance the conversations we are having every day, drive greater customer success, and advance our vision of economic opportunity.”**



**David Ellis**  
Sales Director at LinkedIn

But it's more than looking in the right place.

Revenue intelligence does what humans simply can't—it records and analyzes everything.

At the flick of a switch, sales orgs go from manually describing a fraction of customer interactions to automatically collecting every source and signal—emails, calls, metadata, relationships, and more.

Hear the unfiltered voice of your customer and get real-time feedback to inform foundational changes.

It cuts through the fluff, eliminates bias, and deepens your understanding to create full visibility into your deals, teams, and market. Equip your team with data-driven insights and empower them to identify actionable next steps.

### **Under the Hood**

Say you're a revenue leader at a fledgling startup. Let's call it Acme Corp. You might know Acme's competitive win rate, but you'll likely lack understanding as to why you're winning or losing deals against competitors. Is it your pricing? Maybe it's your product integrations? Are you behind on features or functionality?

Revenue intelligence delivers your leading indicator (e.g. your competitor is brought up in 36% of deals) and deeper explanations as to how you're performing against them (e.g. pricing conversations follow 80% of the time).

**EQUIP YOUR  
TEAM WITH DATA-  
DRIVEN INSIGHTS  
AND EMPOWER  
THEM TO IDENTIFY  
ACTIONABLE NEXT  
STEPS.**

### Feel the Impact

When organizations have visibility into the factors affecting their pipeline, they can react faster and with greater precision. According to Forrester's Total Economic Impact of Gong, when organizations identified an opportunity or weakness, they "targeted their efforts with the highest need and reprioritized deals based on proven insights to save time."

With revenue intelligence guiding the way, companies can increase incremental profit, leading to an additional \$5.66 million in deals won.

### Leverage an autonomous system to drive successful outcomes

Revenue intelligence works within your go-to-market model, applying insights to provide automation. Improve your measurement. Refine your forecasting. Enhance your warnings and recommendations.

With revenue intelligence, managers and reps have the best chance of success and ultimately drive revenue.

**"Since adopting [revenue intelligence], we've seen a significant increase in our productivity per rep. New reps are ramping up faster and getting over 100% quota within the first few months of their ramp."**



**Morgan Jacobson**  
Principal Manager of Sales Strategy and Systems at HubSpot

It enables focus and efficiency by automatically capturing every interaction and automating mundane tasks.

Reps are free to focus on what matters most—sales.

### Under the Hood

Back to your role at Acme Corp. It's time for your weekly pipeline meeting. Usually, you rely on reps and managers to highlight red flags, roadblocks, and progress. But that approach is unreliable. People keep negatives to themselves and exaggerate positives, creating a distorted view of deals. Not with revenue intelligence in place.

Revenue intelligence technology constantly monitors Acme Corp’s customer interactions, searching for warnings like a lack of power, pricing not being discussed, waning interaction, and so on. Wherever a deal triggers a warning, you know about it immediately. There’s no waiting or bias—only reality and action.

### **Feel the Impact**

You don’t employ sales reps to manually enter data or chase down information. They’re sellers and they should be selling.

According to Forrester, companies that rolled out a revenue intelligence platform were able to “leave archaic methods behind and focus on high-value tasks.” They cut \$4.2 million over three years by nixing low-value tasks.

## **Align your revenue teams around customer interactions**

The days of the Lone Sales Ranger are gone. This is a team sport now.

Great sales orgs reach backward to marketing, forward to customer success, and sideways to product. They treat neighboring departments as collaborators, not competitors.

Revenue intelligence helps foster those connections. (We’re building bridges, baby!)

**“The best part about Gong is that we have integrated it across all of our commercial team’s functions. Gong has become the foundation of our business model for knowledge sharing.”**



**Aisha Wallace-Wyche**  
Vice President of Global Training and Enablement at Diligent

Instead of leaving everyone to drift away to their own technology stack, goals, and strategies, revenue intelligence pulls them together. It creates a sense of connection among the teams by driving reality-based collaboration, communication, and alignment.

### **Under the Hood**

Okay, last visit to your Acme Corp corner office. This time, you’re contending with marketing, who keep sending your managers ineffective assets—blogs that don’t resonate with your prospects, case studies that miss the point, datasheets without any golden nuggets.

**ORGANIZATIONS  
WITH A REVENUE  
INTELLIGENCE  
PLATFORM  
"REGULARLY  
SHARED ...  
RECORDINGS  
ACROSS  
FUNCTIONS  
TO FIND WAYS  
TO IMPROVE  
CUSTOMER  
INSIGHTS**

Let's introduce revenue intelligence. Now, marketing hears the real voice of the customer. They're listening to real pain points, challenges, and demands. With better insights and alignment, they can develop messaging and create content that your reps actually want to use in the sales process.

**Feel the Impact**

With revenue intelligence, sales and marketing are singing from the same song sheet. Forrester discovered that organizations with a revenue intelligence platform "regularly shared ... recordings across functions to find ways to improve customer insights." Even better, that shared knowledge developed their understanding of their customers, helping them reinforce customer journeys with extra contextual touchpoints.

**Turn insights into action**

The headline benefits of revenue intelligence sound great: Deeper deal insights, supercharged employees, and a unified workforce.

These benefits almost don't do it justice.

Revenue intelligence is a new way of doing business.

It's enabling leaders everywhere to #UnlockReality.

Let's look at how it works in practice.



## **HOW DOES REVENUE INTELLIGENCE WORK?**

We've talked about how revenue intelligence helps teams. Now, let's pop the hood and see what's going on.

It all starts with your conversational repository. (Think: the beating heart of revenue intelligence.)

Powered by conversational intelligence, it saves all your customer interactions and becomes the new single source of truth about your business.



Once you collect the unfiltered voice of your customers, there's a bunch of exciting stuff that happens automatically.

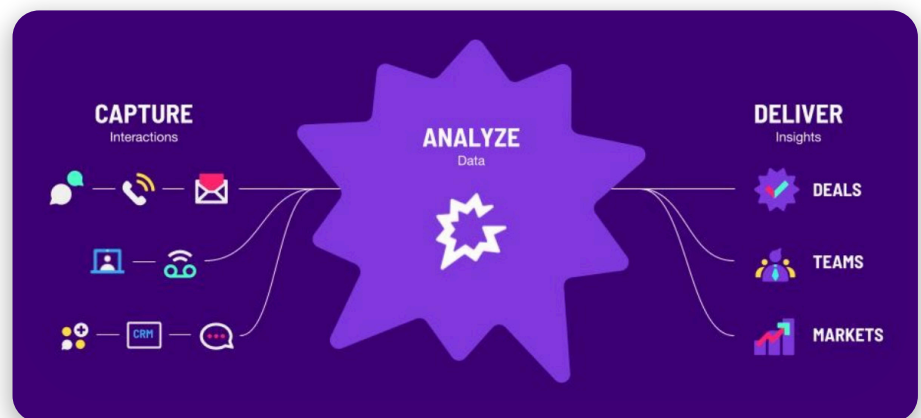
Capture interactions. We automatically record and transcribe all your customer interactions—video calls, emails, and phone calls. We even have native integrations with leading platforms, meaning data flows seamlessly between systems.

Deliver insights. We analyze those interactions and derive insights tied to outcomes, deepening your understanding of what drives high-performing talent, wins more deals, and resonates within your market. Okay, now we're getting to the exciting parts.

Derive intelligence. You can take those insights to drive automation, including inputs for measurement, improved forecasting, warnings, and recommendations. That ensures your managers and reps have the best chance of success.

But what does that mean in practice?

Here's what happens when revenue intelligence hits the open road.



We're taking all the great data in the nucleus and asking, "What can I do with it?"

Right now, our customers are using revenue intelligence for four key applications:

Teams: Maximize the productivity of your team, and rapidly deploy the most successful behaviors.

Gone are the days of patchy call notes and biased one-on-one conversations. Reps and managers work from unadulterated call recordings, allowing them to surface concrete opportunities and areas for growth.

**“Working with Gong has exponentially improved our ability to build a learning environment for our sales team and empower our sales coaches to support our reps in their development.”**

— **Shimona Mehta**  
Managing Director of Europe, Middle East, and Africa at Shopify

**Deals:** Examine deal health. Maximize your open pipeline, and protect your customer base from churn.

**“We use Deal Intelligence for our larger deals. It helps to really understand the sentiment of each customer and whether or not the engagement is going up or going down...”**

— **Jason van Ravenswaay**  
Head of Global Sales Operations at Bluecat

**Market:** Hear the unfiltered voice of your customer. Get real-time feedback to inform key changes in product direction and GTM Strategy.

**“Gong has really given us the insight to be able to competitively attack the market better, to be able to train and validate that our training is actually working with our reps, that they’re not just internalizing it, but actually applying it correctly.”**

— **Michael Hoy**  
Director of Corporate Sales at Pendo

**Forecasting:** When you understand the reality of every deal—what’s really going on—you can turn forecasting from an art into a science. Better analytics, sharper metrics, clearer progress indicators.

**“When a rep says, ‘This deal will close this quarter,’ we can listen to the sales calls to really unpack what’s going on. You’re telling me this deal will close in two weeks’ time, but no one has spoken to this customer in the last three weeks? There’s no way this deal is closing in two weeks.”**

— **Vinit Patel**  
Co-founder and COO at Filtered

However, this is only the beginning.

## Turning the dial on revenue intelligence

The revenue intelligence core is good but it can be better.

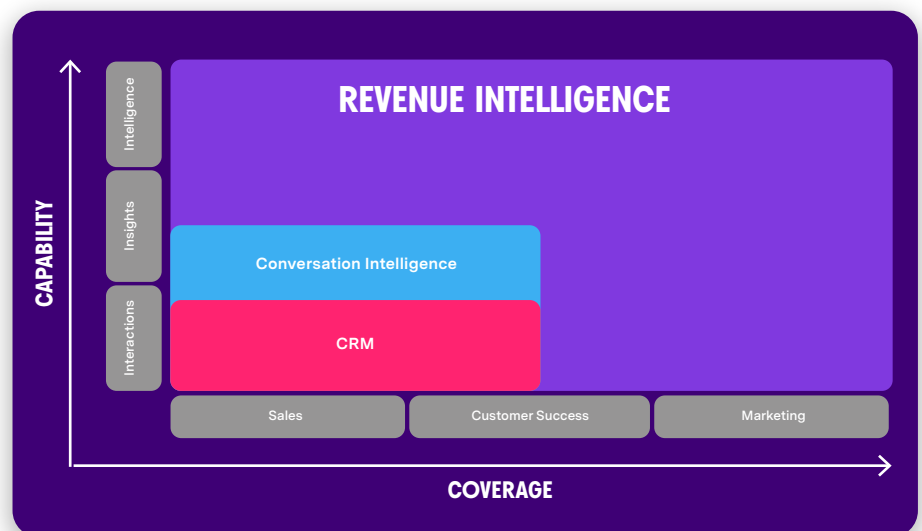
We're adding new data sources.

With more information and signals, revenue intelligence can help you in countless new ways.

**Self-driving sales:** Rep assistance is only the start. Revenue intelligence can automate significant parts of the sales process, leaving salespeople to focus on the most important touchpoints.

**Help all functions:** What business units could benefit from a healthy dose of reality? That's right, all of them—hiring, product, legal, people. Sales is only the start of the story.

**Reach every industry:** Revenue intelligence can transform any industry at scale. There are revenue sales pros all over the world that could benefit from revenue intelligence.





# REBUILDING THE REVENUE TECH STACK

The sales industry is one of the most tech-heavy sectors out there.

As of 2021, [there are 1,078 enterprise sales products on the market](#).

There's social selling tools to track prospect activity on LinkedIn and virtual diallers to accelerate cold calling. We have virtual presentation tools to jazz up demos and gifting platforms to dish out swag. Sales learning platforms accelerate training. Compensation calculators keep track of our cash. We have one product for databases and another to keep it clean. Then there are the CRMs—all 461 of them.

It's enough tech to make Elon Musk blush.

We're not saying technology is the enemy.

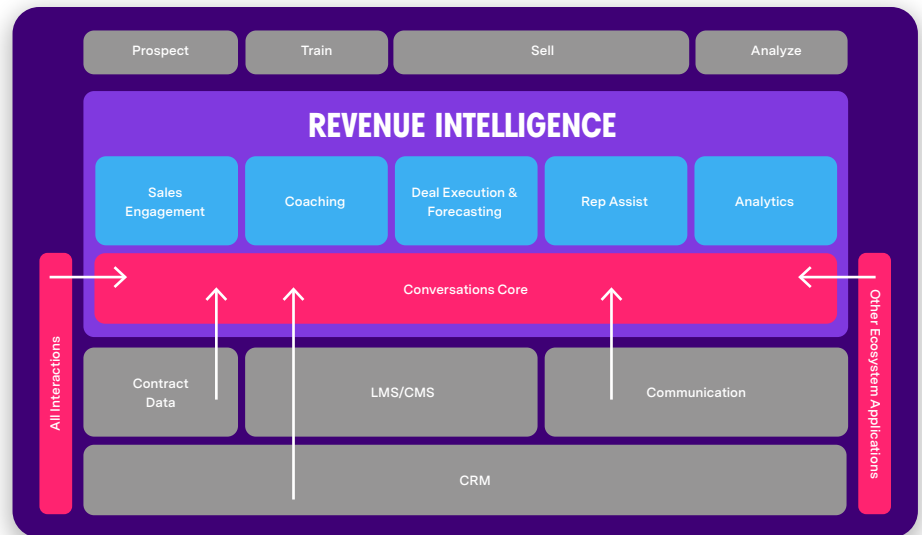
Far from it.

According to Gartner, [two-thirds of sales orgs will have moved from intuition-based to data-driven decision making by 2026](#). And three-quarters will have replaced traditional sales playbooks with AI-based selling guides by the same deadline.

But those advances won't come from a dozen crassly stitched together tools. Revenue professionals need more insights and actions, not more unintelligible raw data. They deserve a centralized solution that delivers a seamless experience.

Revenue intelligence is that platform.

**ACCORDING TO GARTNER, TWO-THIRDS OF SALES ORGS WILL HAVE MOVED FROM INTUITION-BASED TO DATA-DRIVEN DECISION MAKING BY 2026**



## THINK BEYOND POINT-TO-POINT SOLUTIONS AND DISPARATE TOOLS

Think beyond point-to-point solutions and disparate tools.

Revenue intelligence aligns your organizations around the true voice of your customers to #UnlockReality.

Let's be honest, this claim isn't new. There are tons of sales tech companies promising a unified platform based on sales engagement, forecasting, and sales assistants. All of these companies have the same fundamental flaw however: they rely on self-reported opinions.

Sales notes, CRM fields, manually entered data, second-hand information. As we've already seen, this approach biases opinions, distorts reality, and derails companies.

Revenue intelligence is different because... well... it's different.

It puts customer interactions—what they say, write, chat about, browse, and read—at the center of everything. It builds off what's really happening. It's the only unified platform built on truth, not opinions.

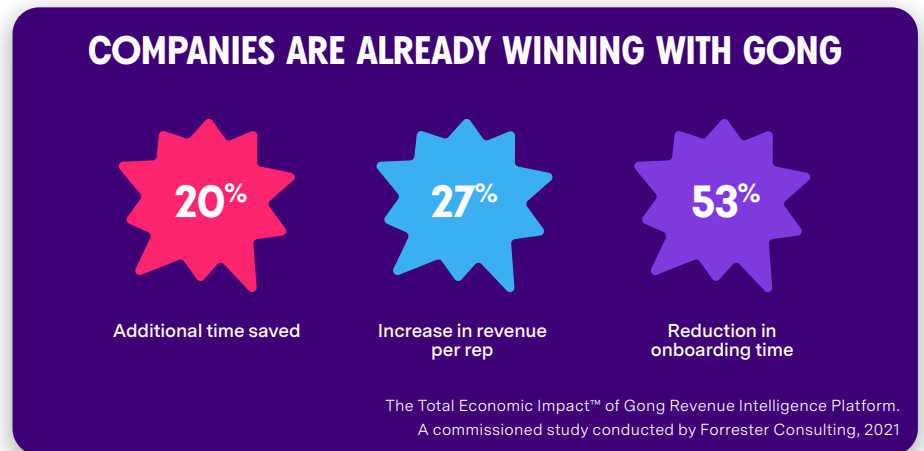
It's your Reality Platform.

# REVENUE INTELLIGENCE IN ACTION

We're a couple years into our revenue intelligence journey.

We've seen thousands of companies adopt the technology and transform their operations.

The results have been epic.



But the one that blew us away was how many business units got involved.

Sure, it's usually the sales org that comes in first, but we're also seeing marketing get in on the action. Product is a familiar face, too. Customer success teams are having a huge impact and revenue operations have taken to revenue intelligence like a duck to water. Although that last one isn't that surprising.

Even the suits up in the C-suite are getting involved. It's like a big red phone on their desk—an immediate line to the customer. If they want to find out how things are on the frontlines, they don't have to work down the chain. They fire up their revenue intelligence platform and listen to real calls.

In this chapter, we've pulled together some stories from our Raving Fans.

They're sharing their revenue intelligence journey, complete with all their tips, tricks, and secrets. Ready?



## Supercharging a Sales Organization

HubSpot.

You’ve heard of them, right? Content superstars. Inbound marketing mavericks. They totally reinvented the marketing world in the early-2000s. Thought you might have.

So here’s the thing: HubSpot grew rapidly. Like, really rapidly. Zero to world domination in five years. That sort of rapidly.

When you grow that quickly, some processes break—or threaten to break, at least.

Their sales coaching was one of those at-risk processes. It worked for a small plucky startup, but as they ventured into enterprise territory, it just wasn’t sustainable.

Were new reps learning the training material? Were training materials and coaching concepts driving better sales performance? Were employees properly communicating HubSpots’ services?

Nobody really knew. No data existed.

[They rolled out revenue intelligence and everything changed—overnight.](#)

**“With [revenue intelligence], you can create a report in 2 seconds. Since adopting Gong, we’ve seen a significant increase in our productivity per rep. New reps are ramping up faster and getting over 100% quota within the first few months of their ramp.”**



**Annalisa Specter**  
Sales Manager for North America, Small Businesses at HubSpot

Reduced new rep ramp time? Check.

Increased rep productivity? Check.

Higher rep adoption rates? Check.

It’s not just helping new reps, though.

Veteran HubSpotters are using the platform to review their—and their colleagues—game tape. They’re fixing their missteps and borrowing effective tactics from their peers.

New reps sell more, veteran reps sell more, and more of the world gets to experience HubSpot’s goodness.

### **Elevating Customer Success**



”Everyone impacts retention”. That’s Alli Tiscornia, Chief Customer Officer at Sendoso.

As Sendoso evolved from a plucky corporate coffee sender into a category-defining Sending Platform, she had the unenviable challenge of analyzing their retention and churn.

Her existing tech stack however, couldn’t make heads or tails of the numbers. (Does that story sound familiar yet?)

When a customer left, she could only guess the reason: Was there a gap in the sales-to-customer success transition? Did the champion move to a new company? Was it one big mishap or a series of small “paper cuts?”

What she needed was a platform to dive into each customer lifecycle, unpacking the positives and negatives to reveal their true motivations.

[That sounds like a job for revenue intelligence!](#)

She nabbed the platform from Sendoso’s sales org and turned the spotlight on her own team. The impact was immense.

She could instantly see if Customer Success Managers (CSMs) were covering certain topics: ROI, fees, inclusive conversations, and so on. She could search through hours of calls and reams of emails for keywords, and build reports to track progress.

It was like someone had turned the lights on. Suddenly, everything was crystal clear.

Her team could look backward in a customer’s journey—to the sales cycle, onboarding, and training. They could see every interaction between a customer and Sendoso. They could pick out the positive touches and replicate them, and they could squash the negative interactions before they spread.



**“Everything we do is geared toward ensuring successful outcomes for our customers. Successful outcomes drive usage. Usage equates to retention.”**



**Alli Tiscornia**  
Chief Customer Officer at Sendoso

Alli’s retention efforts are now forward-looking. She’s getting in front of problems early and seizing opportunities whenever they appear.

### **Equipping Marketing with Dependable Data**

Fledgling startups can get by on gut feel and intuition.

Hypergrowth businesses? Not so much.

As Workato began climbing its hockey stick growth curve, they realized it was time to stop relying on anecdotal data.

But where was new data supposed to come from?

Bhaskar Roy, Head of Growth and Marketing, had an idea: [borrow his sales org’s new toy—revenue intelligence.](#)

With his new revenue intelligence platform, he could finally see down the entire funnel—all the way to conversion. Before, he relied on reps manually inputting “meeting attended” into the CRM. And, yeah, that often didn’t happen.

**“All of a sudden, we now have a full view of the funnel not just that the lead was generated but also did the meeting with the sales rep actually take place? After the meeting, how many leads turned into real opportunities? What were the drop-offs?”**



**Bhaskar Roy**  
Head of Growth and Marketing at Workato

This data created a much more reliable funnel report. It’s proven to be invaluable as Workato continues to hone its sales-marketing partnership.

Thanks to revenue intelligence, the company has an even more of a truly data-driven sales and marketing organization.





## Strengthening Revenue Operations

Once upon a time, simPRO Group operated in geographical business units: the US, the UK and Ireland, Australia, and New Zealand. It made sense when the company was starting out. But as they grew into a bona fide enterprise company? The cracks began to show.

They ripped up their old org chart and rebuilt their business around centrally managed departments—sales, marketing, customer success, and so on. Creating new super departments however, required new tech.

### [Enter revenue intelligence.](#)

Ricky Sevta, Global Chief Revenue Officer, rolled out a revenue intelligence platform across the company. It transformed simPRO's revenue operations.

Ricky suddenly had insight into every interaction and touchpoint of the sales process. That unleashed a wave of data. So much so that he created a new Revenue Operations role, “dedicated to analyzing the information and presenting it to the C-suite.”

“We may not always have the capacity to sit down with our clients for a one-on-one pulse check,” says Ricky. “But we can listen to their interactions with our reps and apply Gong analytics to everything they're saying.”

## Deepening Executive Engagement



EdgePetrol built a business on field sales. The UK-based software company would hit dozens of roadshows, trade shows, and conferences each year. Its reps would wine and dine prospects, build deep relationships, and land deals.

All that stopped with the pandemic.

Overnight, their experienced field sellers became inside sales reps.

While the change was hugely disruptive, there was a silver lining to the transformation: insight.

You see, EdgePetrol's CEO Gideon Carroll is a “rather inquisitive sort.” He likes to know what's going on with his customers. Are they happy or frustrated? What service developments do they want? Are they experiencing new pain points?

While he could get that sort of insight before, it was always second-hand or reported.

[When EdgePetrol moved to inside sales, that all changed.](#)

They introduced a revenue intelligence platform, which was like pulling back the curtain on sales performance and customer experience.

Executives no longer had to rely on reports or briefing sessions. Instead, they could jump onto the platform and listen to calls—real, unadulterated calls.

It was a snapshot of reality and Gideon loved it.

## **MAKE YOUR COMPANY BETTER, FASTER, AND STRONGER**

Old revenue technology stacks forced revenue teams into a corner.

They're overwhelmed and poorly informed. They don't know why certain deals close and others don't, why certain reps are successful, but many aren't. They can't measure the true impact of your key strategic initiatives.

Sales reps and managers are laden with mundane and time-consuming tasks. They rely on second-hand information like their CRM. Their businesses run on lagging instead of leading indicators.

Their departments are disconnected from each other. They have fragmented objectives and disparate strategies. Living on isolated islands, employees have a hard time connecting to their peers and their managers.

It doesn't have to be that way though.

To paraphrase Oscar Goldman: Sales leaders, we can rebuild our organizations. We have the technology to build better. Better than they were before. Better... stronger... faster.

**FOCUS ON THE  
TASKS, PROJECTS,  
AND INITIATIVES  
THAT TRULY  
MATTER.**

Revenue intelligence captures all customer interactions to enrich your existing go-to-market data with the unfiltered voice of your customers. It provides a crystal clear picture of reality, gives dynamic guidance on the next best action, and increases productivity through automation across all go-to-market functions to drive revenue growth.

Gone are the days of tedious manual tasks and processes. Revenue intelligence harnesses autonomous technology to free reps, managers, and executives from shallow work. Now, you can focus on the tasks, projects, and initiatives that truly matter.

With revenue intelligence, you can build an aligned go-to-market team armed with the insights and knowledge they need to drive successful outcomes.

What are you waiting for?

[Discover revenue intelligence today.](#)