

The Rise of Conversation Intelligence:

ANSWERING YOUR MILLION DOLLAR QUESTIONS



Every business has a set of
Million dollar questions



The Million Dollar Question:

**WHAT REALLY SEPARATES YOUR
STAR REPS FROM THE REST?**



The Million Dollar Question:

WHY DOES **HALF YOUR PIPELINE
END UP AS “NO DECISION”?**

The Million Dollar Question:

**WHAT'S THE MARKET SAYING
ABOUT OUR MESSAGE?
PRICING? PRODUCT?**

If you had the REAL
answers to these questions...

YOU'D WIN THE **UNFAIR** SHARE
OF YOUR MARKET.



The image features a black background with approximately 15 red, stylized bat-like wing icons scattered around the central text. Each icon consists of two red shapes joined at a central point, resembling wings or a stylized 'V' shape.

Most of us don't have the facts. We have...

OPINIONS.



THE **TRUTH** IS BURIED
IN **CONVERSATIONS.**

CONVERSATIONS ARE FILTERED.



Answer your million dollar questions.



Conversation Intelligence for Sales



Visibility into customer conversations fuels

The Three Pillars of Sales Success



People Success



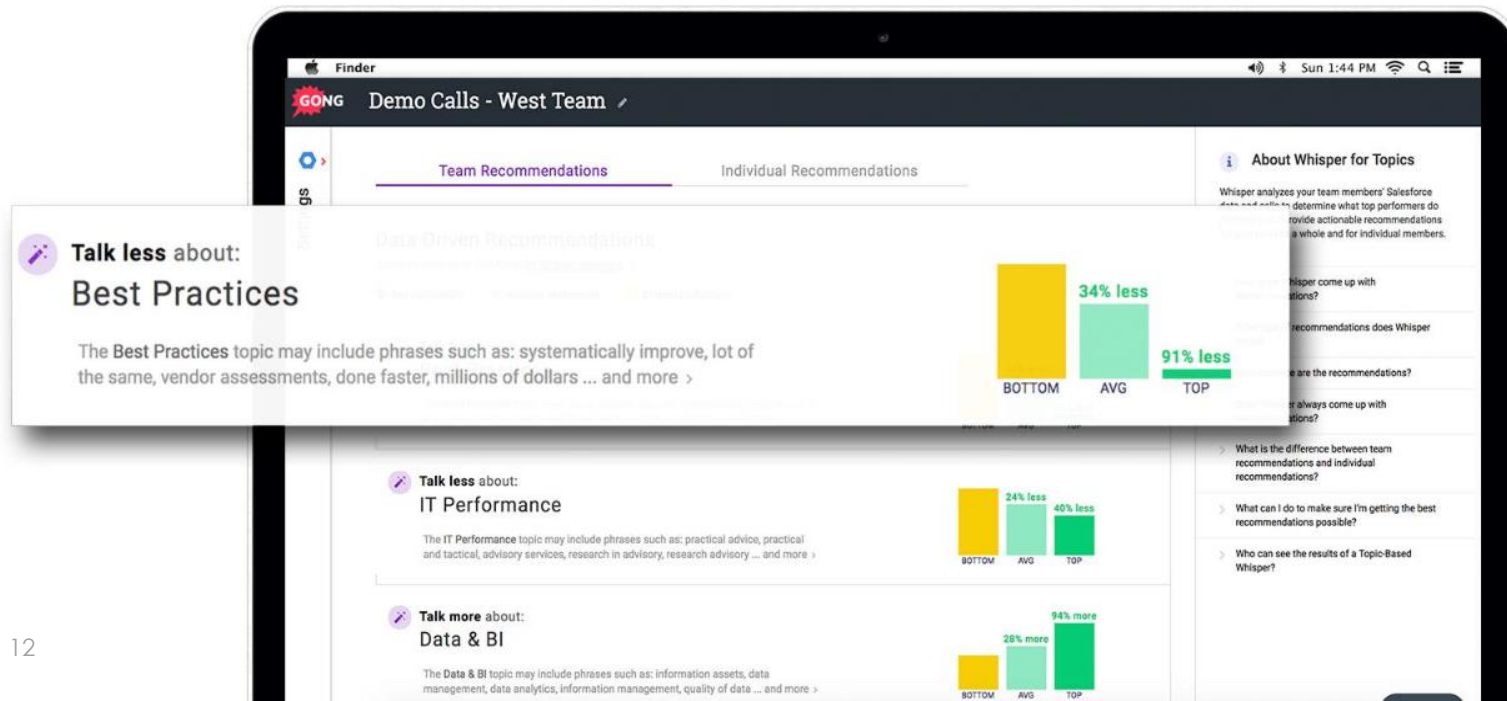
Deal Success



Strategy Success

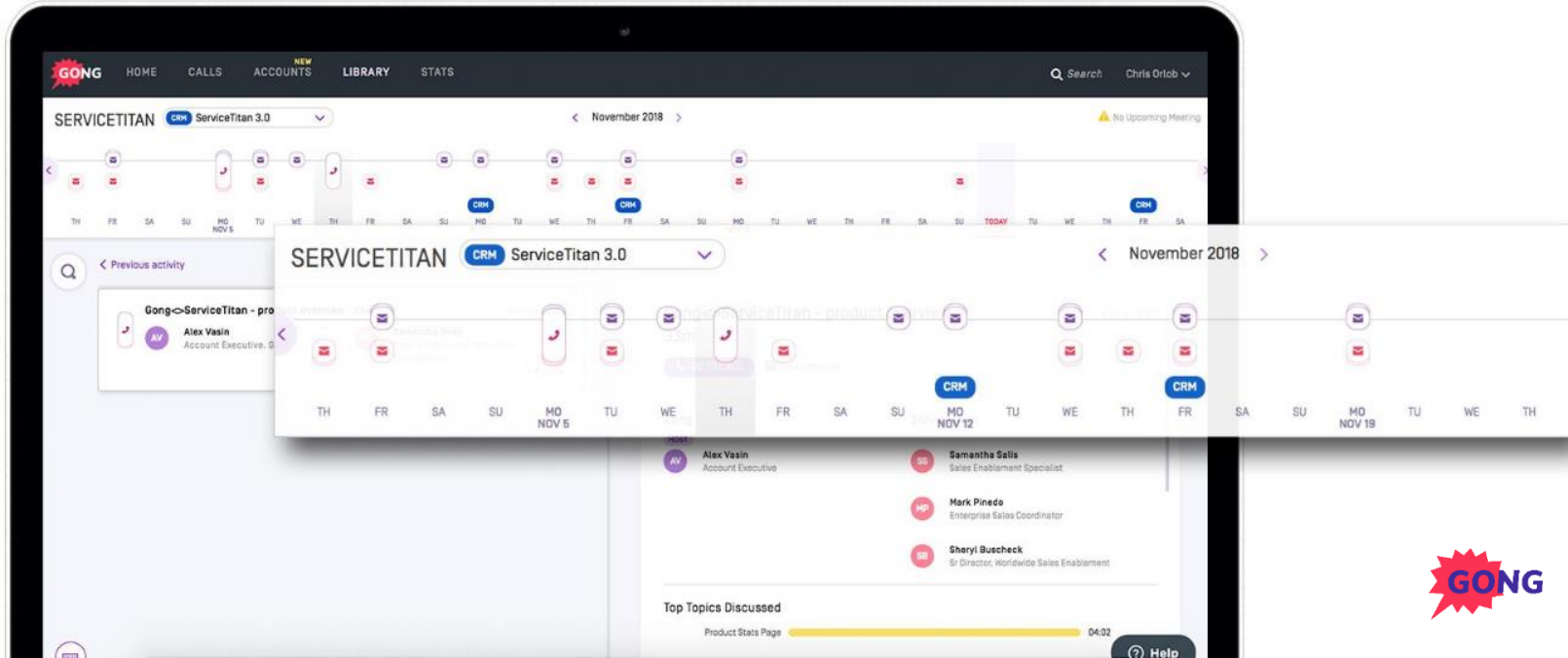
Identify what separates your best reps from the rest.

Identify what separates your best reps from the rest.



Stop deals from going south.

Hear every word that's said across a sales cycle.



Gain powerful market intelligence.

Get unfiltered access to the voice of your market.

Search for anything said in the call



The screenshot displays the Gong AI CRM interface. At the top, a navigation bar includes 'HOME', 'CALLS', 'ACCOUNTS', 'LIBRARY', and 'STATS'. A search bar on the right contains the text 'Search for anything said in the call'. Below the navigation bar, the main content area shows a call transcript for 'Gong demo for Rock Industries' dated 'Aug 24, 2017'. The transcript is divided into sections for 'Gong' and 'Stark Industries'. Under 'Gong', the name 'John Smith' is listed. Under 'Stark Industries', the name 'George Stone' is listed, with the title 'CEO' below it. The transcript also shows a 'NEXT MEETING' on 'Sep 12, 2017'. Below the transcript, there is a timeline view with a 'Topics' section. At the bottom, a horizontal bar contains various navigation options: 'Discovery', 'Objections', 'Product Calls Page', 'Library', 'Advanced Search', 'Topics & Trackers', 'CRM Integration', 'Training', 'Pricing', 'Integration', 'Pilot Overview', 'Coaching', and 'Next Steps'.

Chris Orlob

11:54 | Great demonstration of transcription keyword search here.

Chris Orlob

13:32 | Zackary Simkover check out this question for your next call.

Chris Orlob

19:16 | Explain this more deeply next time.

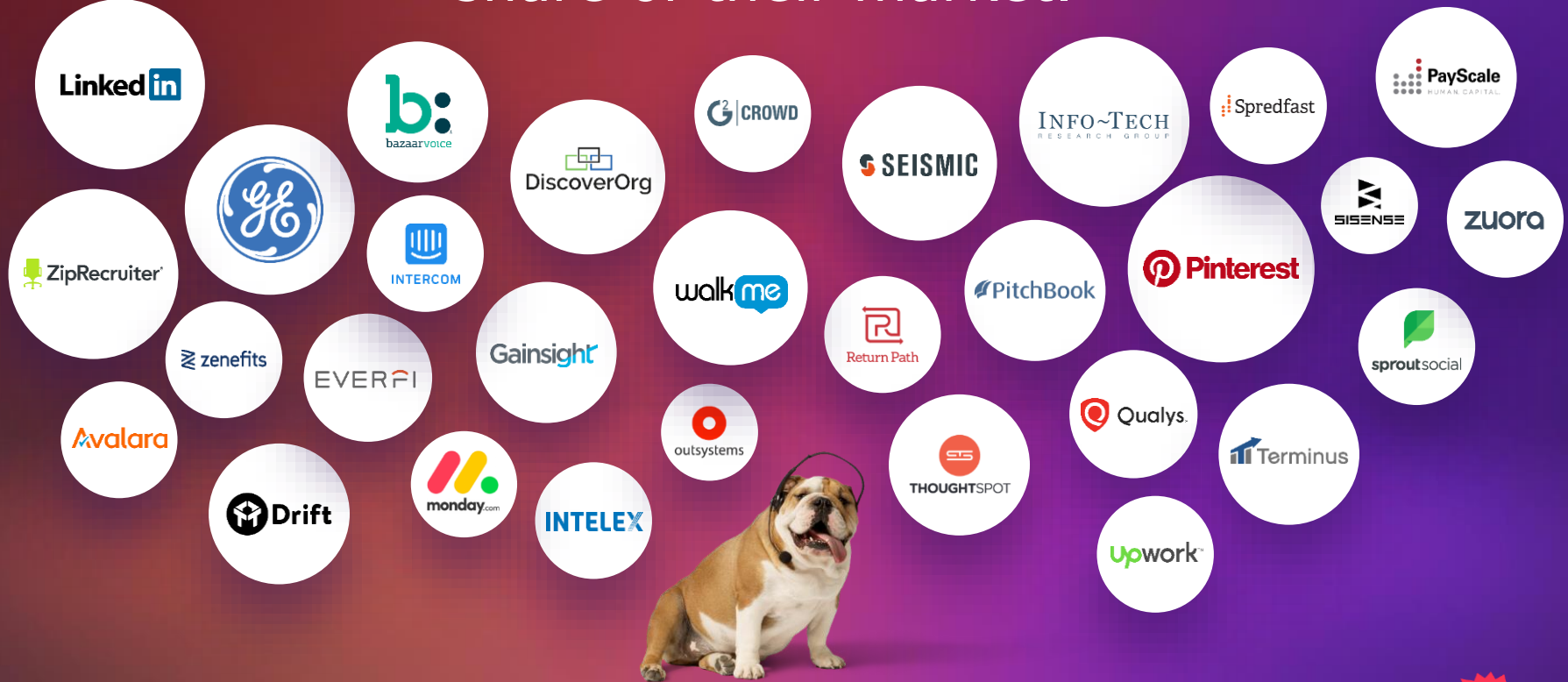
“Gong has been instrumental in improving our salespeople's skills, winning more deals, and rolling out strategic initiatives.”



David Ellis

*Sales Director,
LinkedIn*

Hundreds of sales teams are winning the unfair share of their market.



The Easiest Business Case You'll Ever Make.

+30%

Close Rates



Healthcare Software

+33%

Deal Size



Referral Automation
Software

+28%

Deal Size



Marketing Automation

-50%

Sales Cycle



Channel Partner
Software

-33%

Ramp Time



Quality Management
Software

