A BETTER WAY TO REVENUE

How these leading companies unlocked predictable growth

GONG

Square | datarails | sense | INTERCOM | accessiBe | Meltwater | MadKudu

SaaS sales attainment is at a shockingly low 34-37%.

RepVue, 2023

In today's hyper-competitive market, revenue leaders constantly search for ways to optimize their sales processes and drive predictable growth. They spin their wheels in traditional methods that won't ever solve their most common revenue challenges:

- A lack of insight into customer interactions
- Poor rep/team performance tracking
- Inability to personalize coaching
- Unsuccessful initiative launches
- Poor visibility into market trends
- Inaccurate forecasting

And the list goes on...

But revenue AI changes all that. It brings accuracy and visibility into your revenue org, adding value to every stage of the sales cycle — from lead to renewal.

If you're hoping to overcome these all-too-common hurdles facing today's sales teams and win more deals, this e-book is for you. Inside, you'll hear directly from Gong customers who have successfully leveraged revenue AI to improve processes across their GTM organizations. They share how they make smarter decisions, improve sales execution, and drive predictable revenue growth, all with the power of revenue AI.

Square

Shohan Rahman

Head of Global Sales
New Initiatives

900+ Gong users

"When it comes to coaching high-performing sales teams, I'm a big believer in Kobe Bryant's Mamba Mentality. That means getting better every day by focusing on continuous improvement."

TEAMS USING GONG
→ Sales
RevOps
Executive/Leadership
Account management
Sales enablement
Customer service
Procurement/Accounts payable

HOW SQUARE USES GONG
→ Productivity management
Enhanced sales enablement
Monitoring compliance
Targeted sales coaching
Improved product positioning
Faster onboarding

"Our game film sessions unlock a higher probability that we'll win using coaching. This culture of continuous improvement means we're hitting our numbers week after week, quarter after quarter."

Scan to hear more

Square's better way to revenue

Shohan was disappointed with the traditional methods he used to boost his sales team's performance and accelerate new hire ramp times (e.g., call shadowing, 1:1 feedback reviews). The results just weren't there.

He turned to conversation intelligence and revenue AI, and started using these solutions to run "game film" sessions with his team. Reps, managers, and Shohan now review calls together — good calls and "needs improvement" calls — to spark lively discussions, spontaneous questions from reps, and guidance from sales leaders. They also track week-over-week progress based on the lessons they've learned together. The impact has been impressive:

Square boosted its sales productivity and garnered higher win rates, with a 175% increase in opportunities when Gong was used for call coaching.

The technology also enabled better message compliance and the ability to onboard reps faster and more effectively.

Shohan says this is all part of a "better way to revenue" at Square, now that his team uses Gong. His team used conversation intelligence and AI-powered insights to improve significantly faster than traditional methods alone.

Start your own game film analysis

1. Gather the game tape
Create **Streams** that automatically curate calls to review based on your criteria.

2. Pinpoint pivotal moments
Make every minute count by using **Ask Anything** to identify coachable moments.

3. Track improvement
Use **AI Scorecards** to grade calls and measure month-over-month improvements.

datarails

Aviv Canaani
CRO

100 Gong users

"Scaling a sales team by 400% while maintaining productivity isn't easy, but it is possible with the right tools and strategies."

TEAMS USING GONG

→ Sales: Account executives
 Business development
 Marketing
 Customer success

HOW DATARAILS USES GONG

→ Interaction capture
 Insights into customer interactions
 Identify pain points
 Highlight market trends
 Improve coaching
 Streamline call reviews
 Automate forecasting & CRM updates
 Monitor customer success metrics
 Enhance communication in onboarding & beyond

"By using Gong, I'm able to forecast better and make sure the sales team is implementing updates to our messaging or new products."

Scan to hear more

Datatails's better way to revenue

In the past three years, Datarails doubled down on its inbound sales model, leading hyper-growth and a sales team that has grown by over 400%. Needless to say, that presented Aviv Canaani, the company's CRO, with serious challenges.

It was tough to maintain consistent messaging and performance visibility across a rapidly expanding sales org, and accurately forecasting revenue became increasingly complex. Aviv says he couldn't have made the shift as smoothly or successfully without revenue AI.

> "Revenue AI enabled me and my team to capture and analyze every customer interaction. It provided us with insights we used to streamline and polish our workflows mid-flight, and make accurate, data-driven decisions."

With revenue AI in play, Aviv reshaped the onboarding process for new sales reps so it was more efficient, and sales leaders were able to identify and solve for performance bottlenecks. Today, Aviv and his revenue leaders always have a clear understanding of forecasted deal probabilities and potential roadblocks.

Ultimately, **Datarails** used Gong's Revenue AI to navigate the complexities of hyper-growth and confidently embrace a better way to revenue.

Reduce your ramp time

1. Share what *good* looks like
Build a library of best-in-class conversations from each stage of your sales cycle.

2. Create success standards
Use **Scorecards** to build consistency and guide peer-to-peer feedback.

3. Create accountability
Review coaching metrics periodically to ensure managers are sharing feedback.

6sense

Adam Kaiser

VP Brand & Growth Marketing

350+ Gong users

"One of the key challenges I work on is uncovering what has the most impact. Is it content? A campaign? Advertising? And how do they create impact together? That's what drives me… and our pipeline!"

TEAMS USING GONG

→ Marketing
  Sales
  Customer success
  RevOps
  Leadership

HOW 6SENSE USES GONG

→ Enhanced sales processes
  Improved execution
  Pipeline visibility
  Forecast accuracy
  Personalized outreach
  Automated reminders
  Initiative tracking
  Identify coaching opportunities
  Informed decision-making
  Understanding customer needs

"With Gong's Smart Trackers, I could see all the mentions of the podcast on customer and prospect calls. Hearing, 'Hey, I heard your podcast' in an opportunity associated with our pipeline was truly validating. It took the value of the podcast to a whole new level."

Scan to hear more

6Sense's better way to revenue

Adam knows that tying initiatives to outcomes is tricky in this line of work. So, as Adam and his team prepared to launch a key new initiative — a podcast — he put revenue AI to work.

Initially using it to understand how frequently potential podcast topics came up on sales calls, Adam quickly gained a sense of which topics would resonate the most with listeners. Was it…

- *Cold calling?*
- *Getting to power?*
- *Discovery questions?*

Those insights were a major factor in having a successful initiative right out of the gate. With their customers' insights in hand, the hosts tuned their questions to common challenges they knew were relevant to listeners, elevating the relevancy of the entire initiative as a result.

After launch, Adam also used revenue AI to track whether the podcast had led to opportunities in his team's pipeline. Spoiler alert: It did!

Create content that resonates

1. Tap into the voice of the customer
Use **Smart Trackers** to research customer challenges, goals, and concerns.

2. Gauge customer interest
Get call volume metrics to determine the prevalence of your subject matter.

3. Measure impact
Track when customers mention your campaign using Market Insights.

INTERCOM

Tyler Will

VP of RevOps

230 Gong users

"I believe deeply in the power of mentorship, and it's played a significant role in how we shape our revenue operations at Intercom. Our culture of learning and growth encourages our teams to lean into innovation and iteration."

TEAMS USING GONG

→ Sales
Product marketing
Sales operations
Customer success
Account management
Leadership
Procurement

HOW INTERCOM USES GONG

→ Enhance sales processes
Gather customer feedback
Improve operations
Review calls
Provide team feedback
Refine post-call processes

"One of the big benefits of using revenue AI at Intercom is that we're able to quickly see how new incentive programs take effect in the field, and make corrections quickly."

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Intercom's better way to revenue

The revenue team at Intercom struggled to navigate the evolving landscape of AI-driven customer service. As Tyler, their VP RevOps, explained, they lacked clear visibility into how initiatives — like their new AI customer service agent — were received in the market.

The Intercom team found it tough to track message adoption, identify roadblocks, or optimize the team's GTM strategies. Plus, the product and sales teams were siloed, which meant they sometimes missed opportunities or had misaligned priorities.

Tyler and the team decided to implement revenue AI, which gave the entire revenue team access to valuable insights based on customer interactions. Sales leaders could quickly identify challenges around message adoption and provide targeted support to sales representatives.

They also gave the product team direct access to Gong's Revenue AI platform, which broke down silos and fostered a deeper understanding of customers' needs and challenges. It bridged the gap between Intercom's product and sales teams. As Tyler puts it:

> "We're now able to ensure that the products we develop at Intercom truly meet the needs and capabilities of our target market."

Build products customers rave about

1. Capture market insights
Set up **Streams** for each new product to aggregate customer feedback.

2. Create feedback loop
Integrate Gong with product tools and encourage reps to tag calls with feature requests.

3. Track impact
Leverage win/loss analysis to understand whether your value prop helps win business.

![accessiBe logo] accessiBe

Demar Amacker

Director of Revenue Operations

60 Gong users

"I embrace an innovative approach to GTM processes and welcome the opportunity to use new tools that can streamline our operations. It's a fundamental part of how I scale revenue operations, drive growth, and build high-performing teams."

TEAMS USING GONG

→ RevOps
Sales
Marketing
Customer success
Product

HOW ACCESSIBE USES GONG

→ Optimize sales process
Gain customer insights
Analyze sales calls
Create targeted accessibility campaigns
Track sales rep performance
Provide personalized coaching
Implement sales methodology
Identify customer retention risks

"As RevOps professionals, we're constantly optimizing our revenue tech stacks, and every board wants their teams to find a 'silver bullet.' Lucky for me, I already knew what it was: revenue AI."

Scan to hear more

AccessiBe's better way to revenue

Repeatedly optimizing a revenue tech stack is a tiresome and expensive process. Tasked with finding a "perfect" solution, accessiBe's Board of Directors hoped Demar could once and for all set the sales team up for success. That meant making sure they had a unifying tool that was both efficient and effective. Demar had used revenue AI in a previous role, and knew it was the solution accessiBe needed.

Demar has now used **Gong's AI Methodology Playbooks** to successfully implement a new sales methodology (MEDPIC). He also used this AI to further refine and improve pipeline management across the sales team. With revenue AI, Demar relays accurate information and guidance to his team and sales leadership with efficiency, whether it's about rep performance or broader business decisions.

"Gong's AI Methodology Playbooks help all of us make improvements to the sales process — me, our sellers, and their leaders. Before using these playbooks, implementing and measuring the effectiveness of our MEDPIC rollout across the entire sales org would have been impossible."

Make your methodology stick

1. Create your playbook
Add your favorite methodology to your **Deal Board** and let AI capture the details.

2. Build your process
Encourage reps and managers to validate progress during pipeline reviews.

3. Optimize and customize
Initiative boards help you pinpoint systemic weaknesses so you can tailor your enablement.

Meltwater's better way to revenue

In the past, Meltwater's Enterprise Account Director, Dino, spent countless hours poring over spreadsheets and struggling to get a clear picture of the company's sales pipeline. Pipeline reviews often felt like tedious data validation exercises that left little room for coaching and strategic discussions.

Since tapping into revenue AI, *everything* has changed — and nobody's drowning in spreadsheets anymore.

Today, Dino has a real-time view of every deal in his pipeline. He instantly sees which deals are progressing smoothly and where bottlenecks are derailing others. Plus, AI-powered deal scoring gives him an objective assessment of each deal's likelihood to close and highlights emerging risks.

> " I'm free of burdensome, manual data analysis, and have a new level of clarity and visibility in my job. It allows me to focus on what truly matters: coaching my team."

Dino uses Gong's Deal Boards to provide targeted advice and have more meaningful coaching conversations with his reps. He's also replicated winning patterns across his team. This shift has not only improved his forecast accuracy, but also fostered a more engaged and successful sales team.

Make pipeline reviews more strategic

1. Centralize everything
Customize your **Deal Boards** to make sure you have all the info you need at a glance.

2. Get ahead of risk
AI-generated Deal Summaries and risk detection help you strategize a path to closed-won.

3. Identify winning behaviors
Review Deal Drivers to spot and replicate key behaviors that impact win rates.

Dino Delic
Enterprise Account Director

400+ Gong users

"**I wanted to move from being a manager who tracks numbers to a coach who helps his team excel. That's what I got with revenue AI; I've seen good salespeople become great salespeople.**"

TEAMS USING GONG
→ Global sales
  Account management
  Customer success

HOW MELTWATER USES GONG
→ Visibility into pipeline
  Simplifying pipeline reviews
  Surfacing coaching opportunities
  Pinpointing bottlenecks
  Deal scoring and accurate forecasting
  Detecting deal risks
  Replicating winning behaviors

"Gong's AI lets me move beyond micromanaging numbers, and focus on developing my salespeople. Ultimately, that's what's driving our revenue growth."

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MadKudu

Sam Levan
Co-founder & CEO

50+ Gong users

"The market we operate in is evolving fast, and it's my job as the CEO to anticipate critical trends before anyone else. AI allows me and my revenue teams to stay on top of market opportunities and to act on them immediately."

TEAMS USING GONG
→ Sales
  Marketing
  Customer success
  Product
  Engineering
  Leadership

HOW MADKUDU USES GONG
→ Access customer insights
  Identify potential customers
  Automate personalized outreach
  Integrate all revenue data into one platform
  Gather comprehensive first-party data
  signals and account information
  Engage in mutual success planning

"Everyone *wants* to be customer-centric. Gong is what allowed us to make that happen at MadKudu."

Scan to hear more

MadKudu's better way to revenue

When the MadKudu marketing team tried to figure out why their website conversions were low, traditional methods fell short. They needed a better way to truly grasp their customers' perspectives.

Their CEO, Sam Levan, says they used AI to analyze customer calls and pinpoint exactly why inbound leads came to MadKudu. Instead of relying on assumptions, the revenue teams had data-based insights that clarified the problems its potential customers wanted them to solve. The MadKudu marketing team revamped their website messaging and aligned it with the newfound insights.

The results were incredible:

> " We doubled our website conversion rate and the associated revenue. It was an exceptional outcome that wouldn't have happened without revenue AI."

While MadKudu's marketing team knew that using revenue AI's insights could help them understand their customers' needs, they had no idea that acting directly on that information would have such a significant impact. This success solidified the team's belief in customer-centricity — and AI lets them act upon it at scale.

Gong's AI now helps MadKudu's revenue teams identify market trends, respond to them immediately, and drive growth.

Craft a customer-centeric buyer journey

1. Understand your buyer
Review early stage inbound conversations to understand which problems your customers want to solve.

2. Identify market trends
Understand the prevalence of key themes by combining trackers with Market Insights.

3. Be ready to adapt
Leverage streams and alerts to stay ahead of changing customer priorities.

Unleash strategic growth with AI-driven insights

Revenue AI doesn't just push back on long-standing barriers to growth; it rids you of them. That means no more drowning in data, no more tedious manual reviews, and no more inconsistent processes. Our customers are living proof that the path to revenue growth is paved with AI.

Gong's Revenue AI platform closes the gap between data and action to optimize every stage of your sales process, so you can drive better predictability and more revenue growth. It captures conversations across multiple channels and ingests the business context in your CRM to understand and guide your team's performance.

With Gong's Revenue AI working across your sales organization, you can:

- **Spot risks, understand customers, and see how reps use messaging**
- **Save reps' time by automatically creating personalized, relevant content**
- **Unlock actionable insights across your pipeline for enhanced decision-making**
- **Streamline workflows to help the team work smarter, with accurate data**
- **Accurately predict revenue outcomes and establish trust through transparency**

It's time to stop spinning your wheels, and focus on boosting productivity and your revenue team's capacity for growth.

Want a better way to revenue?

→ **Book a demo**