PLAYBOOK

Win consistently: Implement an effective sales process in 3 steps

GONG

Without a clear and repeatable sales process, your revenue team can easily get lost in a labyrinth of disjointed conversations and missed opportunities. GTM organizations get plagued with a slew of problems as a result:

- ✔ **Enablement teams can't uncover and teach winning behaviors.**
- ✔ **Sellers struggle through haphazard and longer-than-necessary sales experiences.**
- ✔ **Buyers have a disjointed journey, which leaves them unhappy and less likely to buy.**
- ✔ **Forecasts are unreliable and revenue is unpredictable.**

Put bluntly, the whole business suffers.

What's the solution?

Using AI to implement an intentionally-designed, clear sales process. That paves the way for effective training, repeatable behaviors, and clear touchstones for reps to rely on in order to close.

But what exactly does it take to build and implement a winning sales process? We've outlined three steps you can take:

01

Identify the right methodology and messaging

Sales, enablement, and RevOps leaders all come together to build a sales process, which enablement and managers train reps on to eventually carry out. It's an important meeting of the minds, but these leaders sometimes make a key mistake when they start building a process – focusing on *sellers* rather than *buyers*.

All too often, GTM leaders focus on specific steps their sellers will take and when.

But the best sales processes prioritize *buyers* and the outcomes associated with them, right from the start of every deal.

Hone that focus by choosing and implementing a sales methodology – a key framework that provides structure to the broader sales process as it relates to buyer actions.

Doesn't matter if it's MEDDICC, Challenger, or SPICED, as long you use the methodology to elevate the buyer's journey by:

01. Maintaining consistency in every customer interaction

02. Staying focused on individual buyers' needs

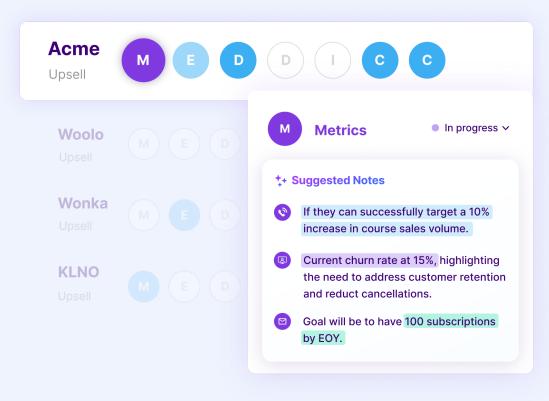**03.** Clearly noting the actions you want the buyer to take

> ☀ **TIP**
>
> Use technology, like Gong's **AI methodology playbook,** to define your sales methodology of choice right in Gong. Then, rely on AI to detect whether or not important topics – like identifying a champion or economic buyer – were discussed and see how much your team is applying your methodology overall.

AI Methodology Playbook

Albert Cruz's team

Acme
Upsell
M E D D I C C

Woolo
Upsell
M E D

Wonka
Upsell
M E D

KLNO
Upsell
M E D

M Metrics ● In progress ⌄

✦ **Suggested Notes**

📞 If they can successfully target a 10% increase in course sales volume.

👤 Current churn rate at 15%, highlighting the need to address customer retention and reduct cancellations.

✉️ Goal will be to have 100 subscriptions by EOY.

Then, build out your messaging.

Ultimately, you move the buyer journey forward when you know what motivates prospects and what messaging resonates with them. Rely on technology, like revenue AI, that surfaces that information from the places buyers live, such as:

☐ **Customer conversations**

☐ **Email touchpoints**

☐ **Inbound interactions (downloads, etc.)**

With this information, you can:

→ Create resonant talk tracks, email templates, and sales funnel content with messaging that's straight from the source and speaks directly to your buyers' needs.

→ Track seller compliance and consistency across the sales team so you know when and where to train to ensure the best customer experience possible. When sellers replicate winning moves and messages, they offer more *value* to buyers.

02

Get buy-in from your managers

Managers represent a crucial success or failure point in sales processes and the enablement programs that reinforce them. Why are they so important?
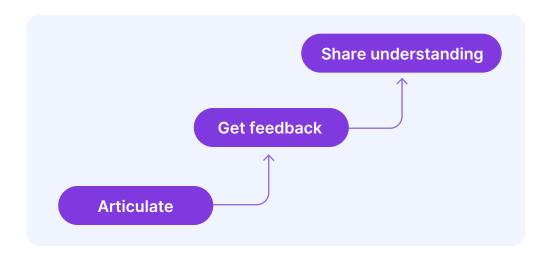
When it comes to sales processes, manager buy-in turns into seller buy-in.

Sellers won't use a prescribed sales process if they don't believe it's going to help them close deals faster. If your managers don't understand why a given sales process works, they can't articulate that information to sellers. And if they don't show your sellers how a given methodology or the latest messaging will help them close more deals faster, your new sales process (or process update) will likely flop.

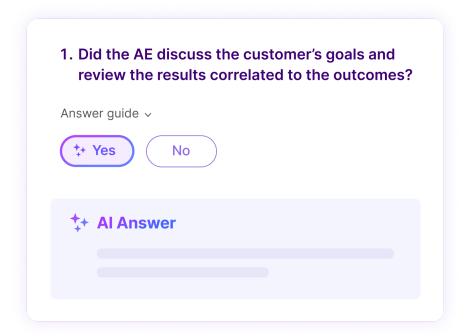This raises the question: *How do you get manager buy-in?*

The answer is threefold:

01. When you design a new sales process, clearly articulate to managers how the business as a whole and their team specifically stand to benefit from the chosen sales process.

02. Ask managers for their feedback and incorporate it when possible.

03. Equip managers to share their understanding of the process with sellers.

Share understanding

Get feedback

Articulate

03

Embed process into operating rhythms, then gauge impact with objective data

The more embedded your sales process is within your managers' weekly, monthly, and quarterly operating rhythms, the more likely your sellers are to stick with it over time.

Have managers reference the chosen methodology — and what it's designed to help accomplish — in the key checkpoints that make your GTM organization tick. That could be deal reviews, during quarterly business reviews, or in forecasting calls. Then, have them double down on reinforcement by coaching on that during one-on-ones, using data to back up their points.

1. **Did the AE discuss the customer's goals and review the results correlated to the outcomes?**

Answer guide ⌄

✦ Yes　　No

✦ **AI Answer**

☀ **TIP**

Streamline manager coaching with **AI-powered scorecards,** which use generative AI to suggest scorecard answers based on data from **AI Smart Trackers**. This saves time and provides efficient, accurate feedback that reps can action. It's another way AI makes it easy to hold reps accountable for following the prescribed sales methodology and providing buyers with an optimal sales process.

Then, track and take action.

Once your process has become fully integrated into your GTM organization, it's time to iterate. Get your hands on objective data related to the key metrics that you know correlate to real impact. Organize these metrics and your corresponding actions into three categories:

New product launch

	DISCOVERY QUESTIONS	PRODUCT PITCH	PRICING
LINA	97% ↑23%	88%	72% ↑1%
TIM	47% ↓8%	8%	89%
LUCY	64% ↑2%	56% ↓16%	75% ↓15%

People

✓ **Track:** Watch team and individual sellers' adoption rates.

✓ **Take action:** Course-correct behaviors when adoption is sub-optimal.

Processes

✓ **Track:** See which steps in the process achieve the desired outcomes with buyers.

✓ **Take action:** Reinforce moves that work and remove those that don't.

Progress

✓ **Track:** Connect change initiatives to business outcomes by tracking conversion and win rates post-implementation.

✓ **Take action:** If win rates don't trend upward, use data to pinpoint whether the root cause is adoption- or process-related. Then iterate and monitor the same numbers until you get the outcomes you want.
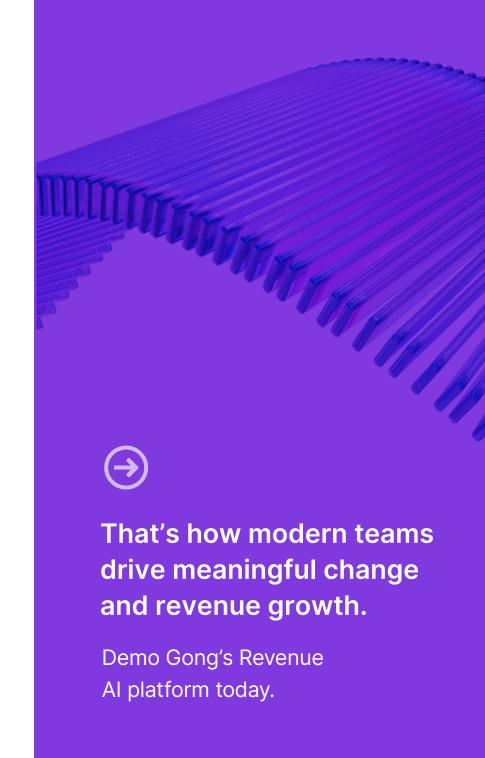
Drive clarity and efficiency across your sales process with revenue AI

When you tailor your sales process to your buyers' needs, you create a clear and repeatable sales process that ultimately combats long ramp times, deal friction, and unpredictable revenue. This all becomes possible when you use technology that helps you track and reinforce adoption, pair transparency with accountability, and get the buy-in you need to drive long-lasting behavioral changes.

With Gong's Revenue AI Platform, **you can successfully implement a buyer-centric, repeatable sales process** *and* **connect the impact of your change initiatives to business outcomes.**

You'll no longer have to rely on correlated metrics (# of sales calls, leads generated, time spent in demos, etc.) that are susceptible to market changes or other external factors. With Revenue AI, you can prove the value and impact of your work and make a business case for further change initiatives.

Features like Gong's AI Methodology Playbooks, AI Scorecards, Smart Trackers, and other aspects of Gong's Revenue AI Platform all help you drive clear sales process adoption, create and track consistency, and build a sales process that caters to buyers and hits revenue goals.

That's how modern teams drive meaningful change and revenue growth.

Demo Gong's Revenue AI platform today.