Step-by-Step Guide for Using Gong Intel in Your Competitive Enablement Program

1. Automatically track competitor mentions and share intel into Klue

Program Gong to automatically flag whenever a competitor is mentioned. Now anytime a competitor is brought up, you can review it in Klue.

With the Chrome Extension, both sales reps and competitive leaders can quickly send relevant intel to be reviewed in Klue.

2. Consolidate and organize competitive intel that needs to be verified

Start by consolidating all competitive intel that is yet to be verified. Access the snippets that you’ve captured from Gong and drag and drop them into your ‘Intel to be Verified’ lane.

Instead of relying on anecdotal feedback, track what fear, uncertainty, and doubt (FUD) your competitors are most commonly seeding with prospects in calls.

Similar to the previous example, compile a list of the most relevant and problematic objections that your reps face in Klue into a single lane.

You can then store any valuable information into a lane visible only to you and your team so that it doesn’t get forgotten, but isn’t accessible yet for public consumption.

For each objection, include links to relevant Gong snippets. You can include the snippet as a transcript or via an embedded video. This allows reps to learn in whatever way works best for them.

3. Understand what your competitors are frequently saying about you

Every objection you collect will eventually become its own battlecard. This will be the foundation of the tactical content.

Now it’s time to incorporate Gong intel into your battlecards.

Now your battlecard doesn’t only contain advice — you’ve got REAL examples of salespeople in action.

Gong calls will bring in a lot of different types of intel. You’ve now got to organize this data and build actionable insights.

You can also pull any intel directly from the transcript of the call in Gong and send it into Klue using the Chrome Extension.

4. Bring real-life examples of your reps’ talk tracks into your battlecards

Your next step will be getting out into the field and talking with customers, prospects, and reps to validate the information you’ve found.

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Here’s your step-by-step playbook to creating battlecards with real, actionable insights.

Let’s Chat

Ready for more? Book some one-on-one time.

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