

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

Thousands of teams use Gong on a daily basis to get a reality check on what's happening with their prospects.

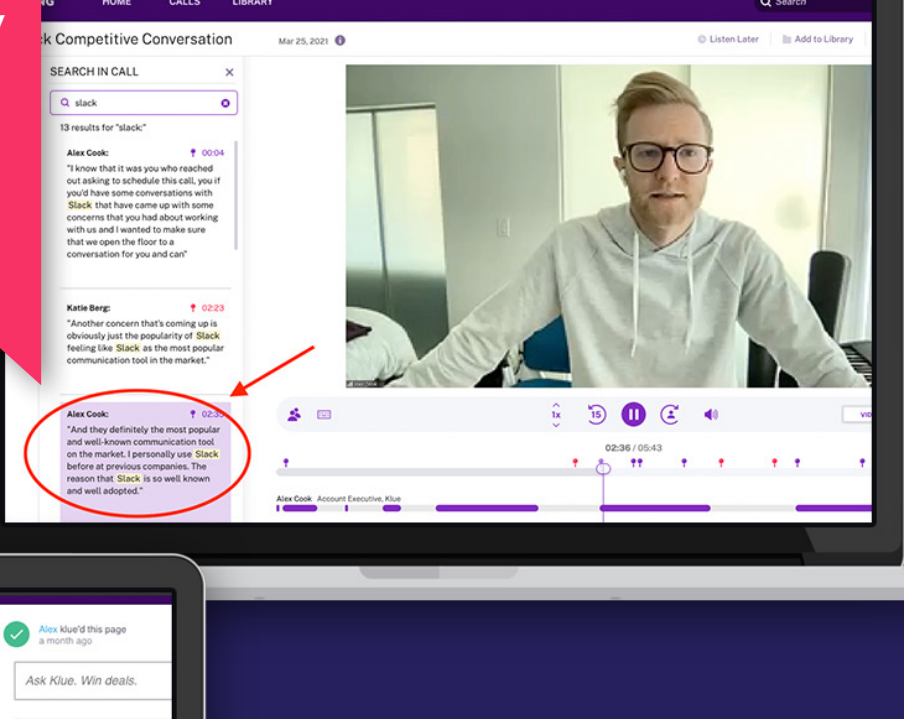
Those hours of demo calls and follow-up conversations that Gong recordings contain are another valuable source of competitive intelligence for your company.

It's the type of intel that gets lost in the minds of a few reps, or collects dust in a Slack thread.

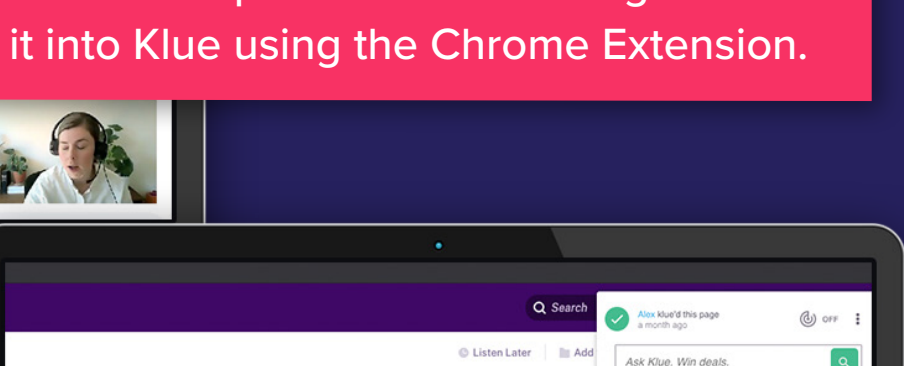
Gather all those golden nuggets of competitive information that are begging to be shared, and integrate them into your own competitive enablement program **to supercharge your Klue battlecards with Gong intel.**

1 Automatically track competitor mentions and share intel into Klue

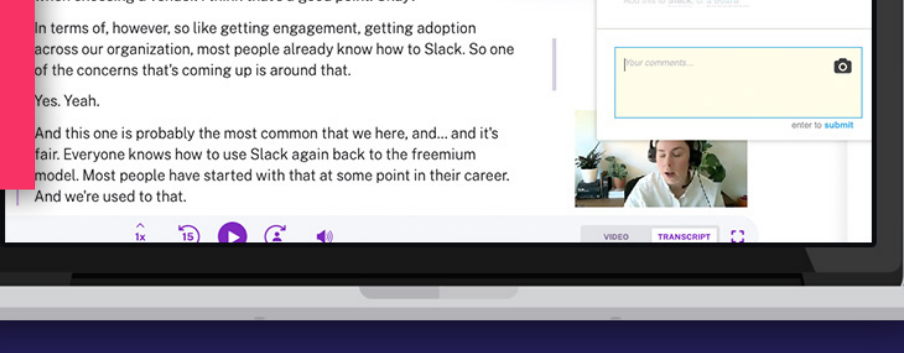
Program Gong to automatically flag whenever a competitor is mentioned. Now anytime a competitor is brought up, you can review it in Klue.



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



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



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

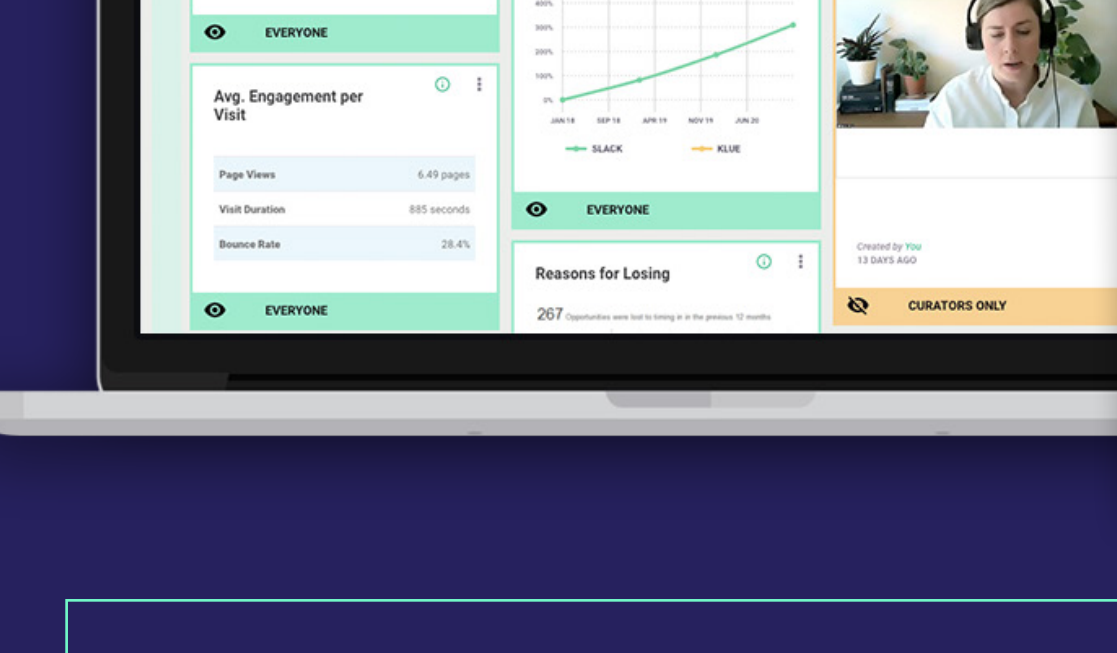
2 Consolidate and organize competitive intel that needs to be verified

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.

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.

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

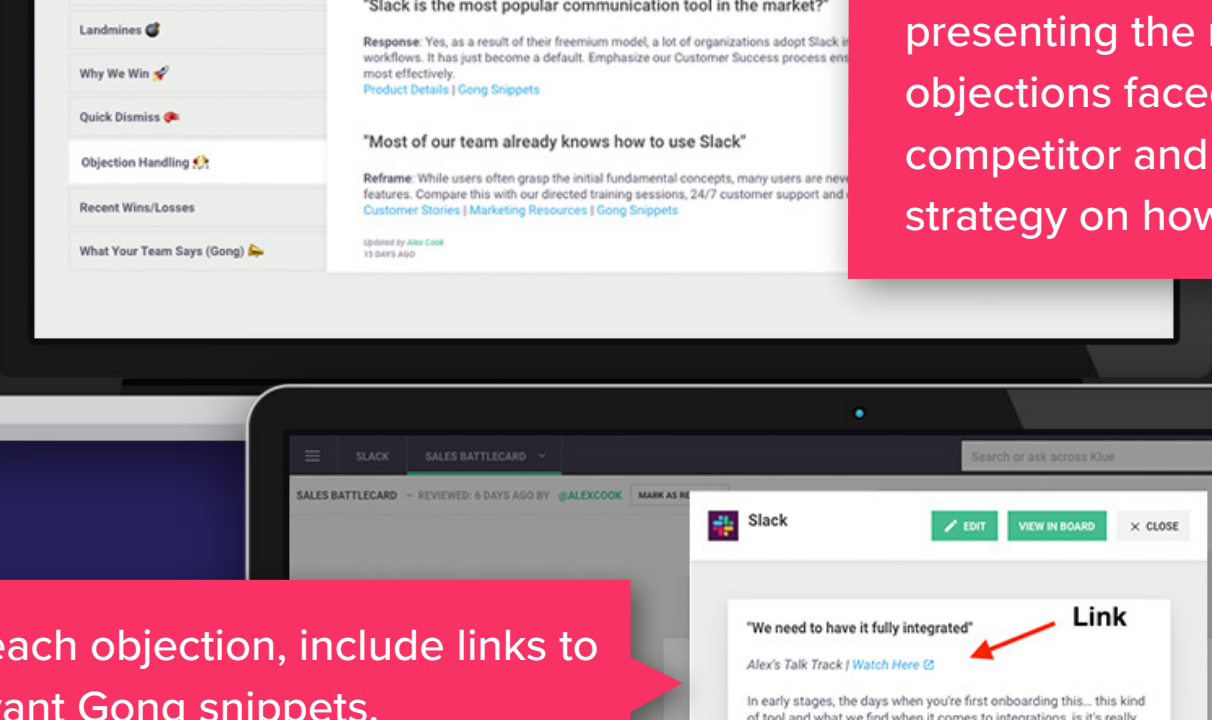
3 Understand what your competitors are frequently saying about you



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.

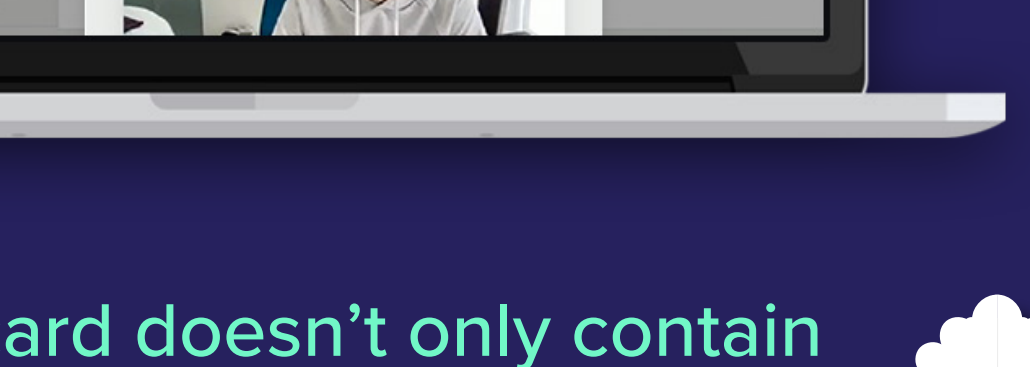
Every objection you collect will eventually become its own battlecard. This will be the foundation of the tactical content. Now it's time to incorporate Gong intel into your battlecards.

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



A way that you can elevate your battlecard is by linking to your best reps' talk tracks. In this battlecard, you're presenting the most common objections faced against a competitor and high-level strategy on how to handle them.

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.



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

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

LET'S CHAT