How Cognism uses Gong

[00:00:00] Hi, I'm Vera, the head of product marketing here at Cognism, and in this video I'm going to show you how we use Gong. Gong is a tool that allows you to record the different calls you're having with clients and prospects. And then it allows anyone who has access to Gong and the appropriate permissions to search through those calls and get answers to any question they might have. We have several different users of Gong in the product marketing org. A little bit more broadly, the marketing organization is listening to calls to just understand how our customers are speaking about the product, what pain points are facing and so on. At as product marketing, we have a very similar approach and we have several different objectives because marketing and positioning, persona research, competitive research and so on, all of those are part of our pillars in product marketing.

So we have several different objectives when we're using Gong. So one objective could be persona research, and maybe we want to start selling to a new persona or we want to strengthen our [00:01:00] positioning and messaging for that particular persona. That's the example I'm showing you on the screen right now, which is searching for.

So I, I've been trying to understand a little bit more the revenue operations persona, their pain points how they make a decision, what's important for them, how they speak about our product, what they like about our product versus our competitors, and so on. Because all of that will ultimately fuel all of our messaging for that particular persona.

So you can add your contact title which gets pulled from your CRM here, and you can basically filter to find all the conversations where revenue operations has been actually part of the conversation. And then you can listen to those conversations. You can of course layer different filters on top of each other so you can search for any calls.

Revenue Operations has been part of the conversation and a competitor has been mentioned. So you can really slice and dice the data any way you want. And so that's one part one piece and one area where we're using it. Another area might [00:02:00] be if. For example, I want to listen to calls that we've closed won, closed lost versus competitors, to find any patterns that are happening how they were speaking about the product, what types of KPIs they were looking to achieve for example and why ultimately they went with our competitor versus why they did they go with us.

So all of these things, you can do them by searching for opportunity stages, for example. So I would search for opportunity stages currently Closed won, closed lost. And then again, you can add on top of that some persona information. And one also particularly interesting, thing how you can use Gong to understand if what you're doing as a product marketer has impact and is being adopted is when you are launching something new and for example, it's a bigger feature or a bigger product or package where you actually need to provide sales with a training deck, and you have a pre-created narrative that you want them to adopt and use during their calls. What you can do is shortly after that launch, [00:03:00] actually go into gong and listen to calls where sales are mentioning that product, feature package, or whatever you've launched.

And understand if they're actually using our narrative or not or if they're facing any issues with answering questions from prospects. In case they're facing issues or they're not adopting your narrative. , that can be your trigger to talk to sales enablement and find a way to deliver more training to make sure that they're using the narrative that you want them to use and the materials that you have are being adopted.

Another great feature of Gong is that you can create several different automations, in terms of sending calls to your Slack channel. So for example we have here the trackers and we have some competitor trackers here. So we have a Slack channel where whatever a competitor is mentioned in a call and that call has been processed by gong.

It immediately gets pushed through through to that Slack channel. So that way I can immediately see if there's a new call with like short description that might be interesting for me to listen to. [00:04:00] I can immediately jump in and listen to that. The same thing happens with case study calls. So whenever our customer marketing team has a case study call, that case study call get gets pushed through to our, a separate case study channel where we can immediately listen to those calls even before customer marketing has gone in and created a case study, written it, and so on.

So yeah, those are several different ways that we use Gong and we definitely find it helpful to scale customer. And speaking to customers is important. However this can be a great starting point for you to either establish or validate some of your ideas and assumptions that you have.

And then you can when you are actually speaking to customers, you can use all of this information to inform your questions or to get a little bit more clarity on some things that you weren't able to figure out during listening. While you're, you were listening to calls, I hope this video was helpful.

Take care.