

# DialoguePrime for GONG

## THE CHALLENGE

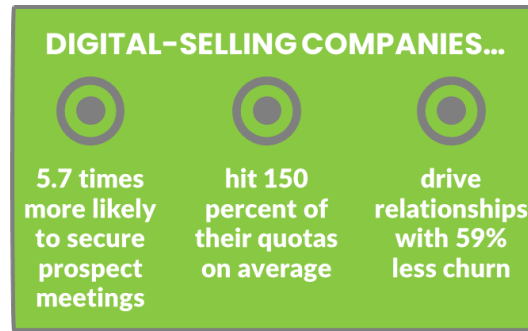
## OUR SOLUTION

### DIGITAL SELLING HAS CHANGED ...

Are you keeping up?

The world has changed... Customer Expectations have shifted from **needing information** to **expecting insights and outcomes**. Customers believe salespeople are unprepared for sales calls **82% of the time**. One-size-fits-all CRM is not helping. **47% of salespeople** think technology is a hinderance, not a help.

For salespeople, however, **building relationships** and **driving revenue** is harder in the digital world. Booked all day on video calls with no time to prepare or follow up. The good news is not being in person creates amazing opportunities to use conversational AI to identify, engage and drive revenue. Hence the arrival of DialoguePrime for GONG.



We don't want a **BIG Tech project**

But we don't even have time to "Do CRM"

I don't have time to prepare, or document follow up

Its hard to tell over the video calls what is resonating with buyers

What used to work with buyers - doesn't work as well now

I think my sellers aren't having the **right conversations**, but I can't tell from CRM...

Since Covid - I'm in back-to-back in Video Meetings

80% of buyers think salespeople are not prepared for meetings

Buyers' expectations have changed...



congruentX

### HAVE THE RIGHT CONVERSATIONS

Get Digital Selling Right with Viva Sales

#### How Do I Get Started?

Tactics | How We Do It



#### 30-Day DialoguePrime Challenge

##### What to Expect

Bring IT and Business together with fast-moving, interactive engagement featuring design thinking and discovering the **right conversations**. Art of the Possible learning on **Conversation Intelligence**. Make it Real with collaborative sprints leveraging CongruentX Dialogue Prime Framework

##### Week 1

Align GTM with People and Tech. Create Journey Maps. Discover the most **critical conversations**.

##### Week 2

Rapid, iterative sprints to develop DialoguePrime conversation intelligence with Pilot Team

##### Week 3

Action Plan to Onboard Train Adopt and Achieve Outcomes with the broader organization

##### What You Get

DialoguePrime Pilot Group  
Rollout Plan  
Review **Monitoring Options and Outcome Benchmarks**

Bring **Business** and **IT** professionals together to quickly and measurably talk about how AI can help drive the **right conversations**. Leverage our **DialoguePrime Framework** to facilitate the conversations that lead to retention, enrichment, and advocacy.

Structured **30-Day Challenge** featuring human-centered design, high engagement, and hands-on experience. Identify aspects of the sales dialogue that represent relationship deterioration or transformation. Benchmarks and actionable insights.

Successful Clients Include

