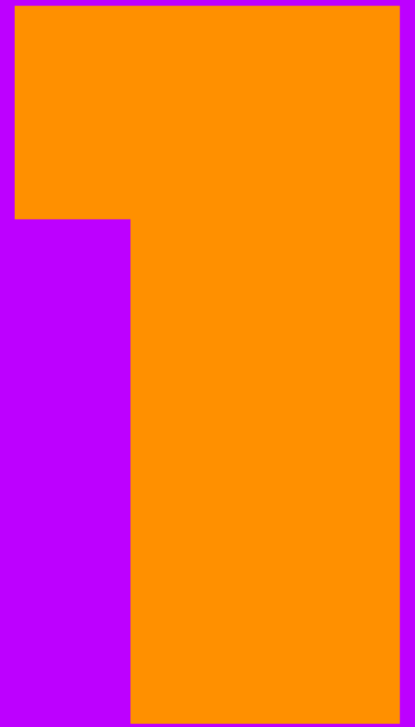




**LET'S TALK  
ABOUT  
GONG →**

# What is Gong?

More than just a call recording system, Gong uses call statistics to identify risks to the sales process as well as pinpoint the variables that contributed to sales won and lost.



# Want Control?

The advantage of having control of all your CRM tools from one place. Gong does that and much more. Imagine having a real-time stream of customer engagement data that lets you send accurate, perfectly timed trigger communication.



# The Pro's

Recordings are available and accessible to anyone with access to them and management are free to make comments, suggestions or review them. Team leaders and managers don't have to rely on notes that lack details or written meeting summaries from SDRs that can be either too vague or overly anecdotal.



# Bells and "Whistle"

SDRs have access to a variety of features.

- Measure individual talk time
- Question rate per conversation
- Access to all call recordings



# Conclusion

Whether you use Gong or another product, the key take away is continuous learning.

Discovery calls are 90% of the sales process, perfecting them will increase an SDRs confidence and ability to ensure results.





[www.whistle.ltd](http://www.whistle.ltd)