

# Gong Integration

**Integrate Gong with your win loss analysis program to automate the identification of the sales interactions.**

**View the integration with the Gong Collective here:**

<https://integrations.gong.io/integrations/truvoice>

## About the Integration

TruVoice automates capturing the reasons a deal was won or lost from your buyers. Adding Gong integration enables the TruVoice NLP (natural language processing) model to search for related sales interactions (key conversation snippets in your recorded Gong meetings) for each decision driver (reason for the win or loss) and automatically identify the sales interactions that were the root cause for the reason.

## Key Benefits

1. **Identify root cases for losses and no decisions** Clearly see the connection between your sales interactions and the reasons for losing and how those sales meetings influenced buyer perceptions. Leverage Gong trackers and topics as additional ways to analyze buyer win loss feedback.
2. **Automate best practice identification** Automatically identify the sales interactions that are helping you win (your best practices) by product, buyer persona, competitor, industry, etc. and share them, at scale, to improve seller behaviors and win rates.
3. **Improve sales coaching with the full picture** Having the sales interactions that influenced the buyers' reasons for the win or loss, allows sellers and managers to understand gaps and best practices in a way that has never been possible before.

## How to Connect

You must be an admin in both Gong and TruVoice to connect Gong to TruVoice.

1. In Gong, access your company settings
2. Scroll down to the “Ecosystem” section
3. Click on the “API” option
4. Click the “Get API Key” button to get a Gong API Key and Secret

5. Add the Gong API Key and Secret to your TruVoice account in “Company Settings” on the “Gong” tab to enable the Gong integration (note: you can also contact your Primary Intelligence customer success representative to help with this step)

## Primary Intelligence Screenshots

The screenshot displays the TruVoice application interface. The top navigation bar includes the TruVoice logo, a breadcrumb trail (YOU > Win Loss > Voice of the Buyer), and user information (Ken Allred). The main content area is titled 'Sales Opportunity With Demo Company'. On the left, a sidebar menu lists various sections: DEMO COMPANY, Buyer Insights, SWOT, Performance, TRANSCRIPTS (Ted Smith), INTEGRATIONS (GONG Insights), and DETAILS (Opportunity, Notes, Files). The central panel features a search bar and a list of 'Reasons You Lost (5)' under the 'Integrations & APIs' category. These reasons include: Batch processing, Missing feature, Ease of use, Data analysis capabilities, and Price position. Below this, 'Competitor Intelligence (4)' lists: Solution performance, Ease of use, Other price-related criteria, and Incumbent. 'Additional Findings (5)' includes: Import data from other systems, Concern resolution, Future opportunity, Ease of use, and Competitive landscape. The right-hand section, titled 'REASONS YOU LOST Integrations & APIs', provides a 'Buyer Insight' stating that a more sophisticated integration or built-in software would have increased the chances of winning the opportunity. It also includes tabs for 'Sales Interactions', 'Buyer Feedback', and 'Seller Feedback'. The 'Buyer Feedback' section contains three questions with responses from Ted Smith: 1. 'What were the weakest aspects of the solution?' (Response: I would like to see better editing functionality with both systems. That's a weakness in general with some of these platforms. The one thing compared to the competitor was the out of the box integrations. That was the big thing. I'm referring to the ABC Co integration. ABC Co is a third-party software, but it has a good level of functionality. It's best in class for what we need. The linkage between the data of ABC Co didn't allow for all of that information to be captured and stored accurately.) 2. 'What additional reasons caused you to not select them?' (Response: It was rudimentary functionality in terms of what was built in. With the integrations with ABC Co, it was only a one-way dataflow. It wasn't a bidirectional relationship between the data and our existing database. There were problems with both the dynamic and static lists. You can add certain views, but you can't have a list that gets automatically added and updated if a certain record meets certain criteria. It is something we use a lot. Those are the two places it fell short.) 3. 'What is the most important thing they could do to be a better potential partner for you in the future?' (Response: The biggest thing that would have made it a closer decision is more sophisticated and deeper third-party integration out of the box. That's the biggest thing.)

TruVoice

YOUWin LossVoice of the Buyer

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Ken Allred

DASHBOARDRESEARCH

HomeProfilesSales Opportunity With Demo Company

DC

DEMO COMPANY

Buyer Insights

SWOT

Performance

TRANSCRIPTS

Ted Smith

INTEGRATIONS

GONG Insights

DETAILS

Opportunity

Notes

Files

Search

Reasons You Lost (5)

Integrations & APIs

Batch processing

Missing feature, Ease of use

Data analysis capabilities

Price position

Competitor Intelligence (4)

Solution performance, Eas...

Other price-related criteria...

Incumbent

Ease of use, Import data fr...

Additional Findings (5)

Import data from other sys...

Concern resolution

Future opportunity, Ease of...

Competitive landscape

REASONS YOU LOST

Integrations & APIs

Buyer Insight

A more sophisticated integration or built-in software would have increased the chances of winning this opportunity. The integration did not allow for the information to be captured and stored accurately. The data flow was also not a bidirectional relationship.

Sales Interactions

Buyer Feedback

Seller Feedback

Search

Filter By:Speaker

Gong Topic

Reset Filters

Sales Interactions

5 Conversations

Fetch Latest

Jun 21, 2022

May 3, 2022

Meeting: Link to Meeting in Gong

Parties: Ted Smith, Jay Town, Participant Three

Trackers:

Topics:

So a couple of other applications that I can't remember the name, but... how confident are you with the likelihood of integrating that with something like this?

Ted Smith

Yeah. So anything like that would be a custom integration for us, so our like solutions and your team would have to go in and build it out. I am very confident with that happening as long as that other team has an API that allows us to build something.

Jay Town, Sales Rep

Great. What are some of the most common integrations I think you mentioned the last time I just can't remember?

Ted Smith

Yeah. So most common integrations would be the ones we made native integrations. So basic ones would be like our base integrations where we can push it to another platform. So you have strong capabilities there. We also have like ABC Co. and Other Co, which for your use cases that's something that a lot of people use. We have slack and Microsoft teams integrations. We can kind of push updates to the places they live and hang out. So we can say, hey, we update the status of X company or