

DEAL MOMENTUM MASTERS



Mark Roberge
Managing Director

STAGE 2 CAPITAL



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CRO

 Outreach



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 GONG

Big news!

GONG RAISES \$200 MILLION IN SERIES D FUNDING AT \$2.2 BILLION VALUATION

Revenue intelligence platform has grown 2.5x in 2020, enabling companies to sell in the remote work era.

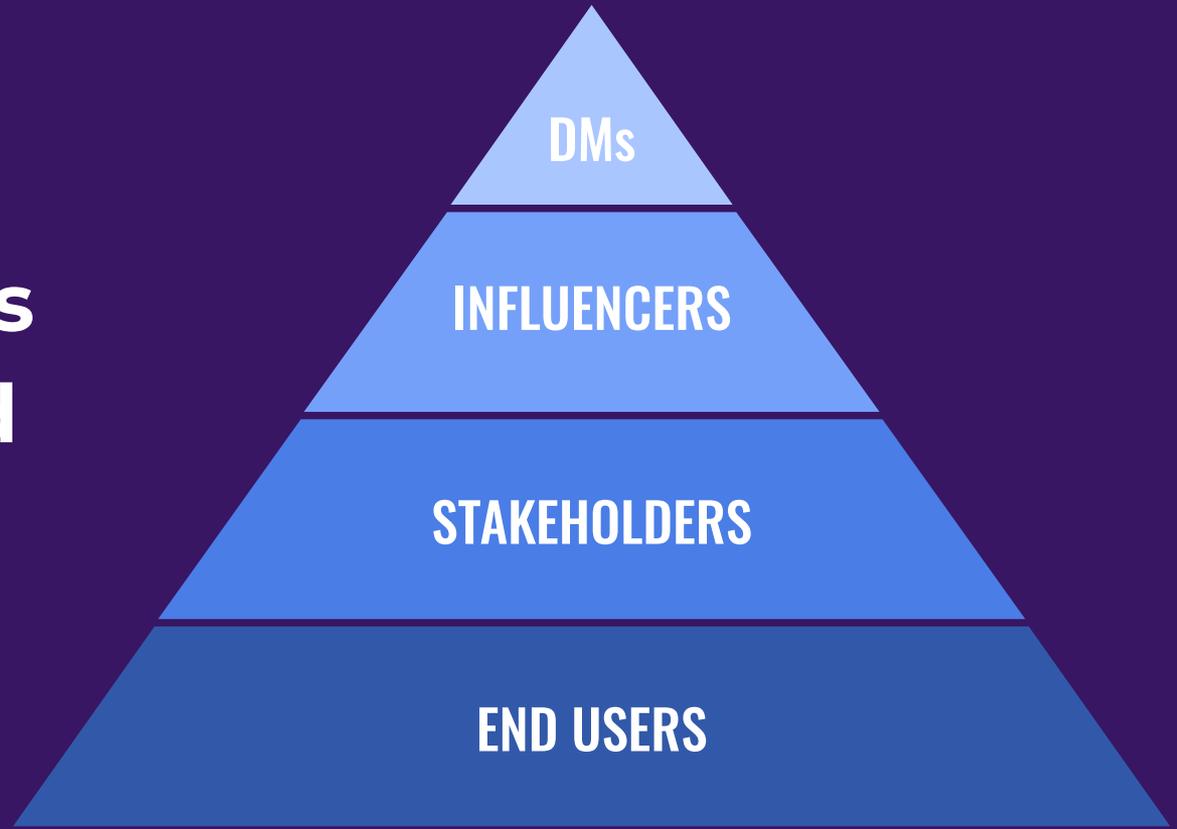
SAN FRANCISCO – August 12, 2020 – Gong, the revenue intelligence platform leveraging artificial intelligence to transform revenue teams, today announced it raised \$200 million in a Series D funding bringing the company's valuation to \$2.2 billion. The new investment follows Gong's \$65 million Series C funding announced in December 2019.

Agenda

- Why is deal momentum so important right now?
- New buying committees and buying processes
 - *How to win over the new economic buyer*
- Importance of Multi-threading
 - *How to arm your champions*
- Speaker tips: **visibility** and **execution**

**HOW HAS DEAL
VELOCITY
CHANGED?**

**More
stakeholders
are involved**



**Budget holders
are heavily
involved**



Straight from the CFO

The best way to get a deal done today is to prove how you're going to help increase remote productivity, enhance visibility into their business, and/or increase agility.

You have to come prepared to show how a specific investment will indeed save the company hard dollars. The bar for measurable and rapid Return on Investment is much higher than it was before.”

-Tim Riitters, CFO @ Gong



Deal Approval



Prep your champion



Usually moves up at least one level in a crisis



Need to communicate ROI and the value proposition - CFO trade-offs

**Arm Your
Champion!**



Need to Know



Buyer can articulate the compelling reasons to buy now and how your solution solves a business problem



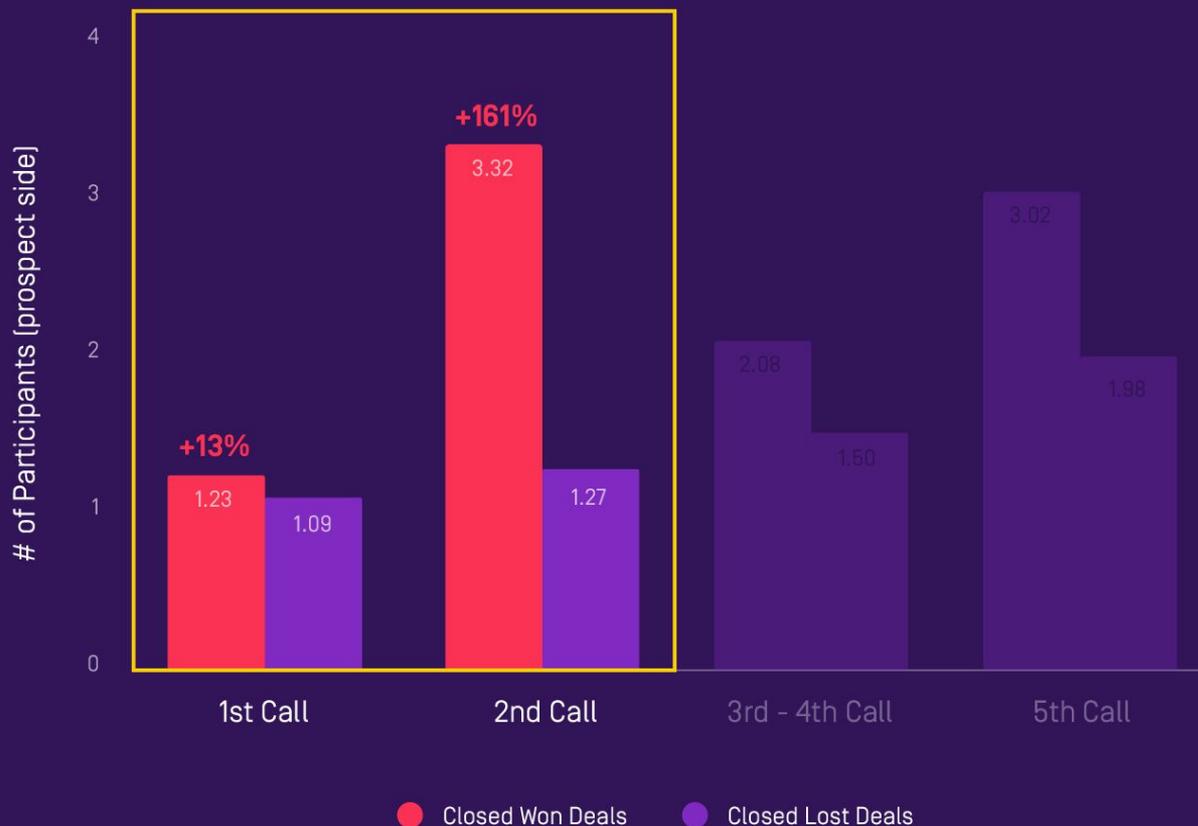
Let's pretend we do X and you love it, what happens next?



Confirm and Re-confirm

IMPORTANCE OF MULTI-THREADING

Winning deals involve more influencers early in their deal



**VISIBILITY AND
SPEED TO
EXECUTION IS KEY**

Speed to execution, from executive level to sales team execution



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Arm your team with the right message so they can GTM effectively



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Use market insights to adjust messaging quickly and share with entire Sales team



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Head of Content Strategy



Q&A

Follow Gong on LinkedIn

Follow for the best data-backed sales tips

GONG

Gong
Computer Software · San Francisco, California · 41,771 followers

✓ Following ...

The #1 Platform for Remote Sales Teams. Get visibility into your conversations and deals with Revenue Intelligence.

**GOODBYE OPINIONS.
HELLO, REALITY.**

Revenue Intelligence powered by **GONG**

UNLEASH  SUMMIT
POWERED BY  Outreach SERIES

THE ADAPTABLE SALES ORG

MASTERCLASSES

INNOVATIVE STRATEGIES + BEST PRACTICES FOR
SALES DIRECTORS & VPS

EXCEED
SEPT 10

PIVOT
SEPT 17

BUILD
SEPT 24

STAGE 2 CAPITAL

First VC Backed and Run by 120+ Sales, Marketing, and Customer Success Executives

- Jay Simons – President, VP S&M @ [Atlassian](#)
- Yamini Rangan – CCO @ [HubSpot](#), Former [Dropbox](#)
- Jon McNeill – Former President @ [Tesla](#), COO @ [Lyft](#)
- Leela Srinivasan, CMO @ [SurveyMonkey](#), [LinkedIn](#), [Upwork](#)
- Jed Nachman – COO @ [Yelp](#)
- Hilary Headlee – Head of Global Sales Ops @ [Zoom](#), [MindBody](#)
- Sydney Sloan – CMO @ [Salesloft](#), [Jive](#), [Adobe](#)
- Ed McDonnell – EVP @ [Salesforce.com](#)
- Elissa Fink, Former CMO @ [Tableau](#)
- Oliver Jay – Head of Sales @ [Asana](#), [DropBox](#)
- Katie Bullard, Former President @ [ZoomInfo/DiscoverOrg](#)
- Ryan Longfield, CRO @ [Gong](#)
- Kate Ahlering – CSO @ [Glassdoor](#)
- Brian Halligan – CEO @ [HubSpot](#)
- Allison Pickens – Former COO @ [Gainsight](#)
- Ed LaPerche – VP @ [Workday](#)
- Lesley Young – Global Sales @ [Facebook Workplace](#), [Box](#)
- Josh Allen – CRO @ [Drift](#), [CarGurus](#)
- Carol Meyers – CMO @ [Rapid7](#)
- John Boucher – SVP @ [Oracle](#), [ServiceSource](#)
- Jill Rowley – CGO @ [Marketo](#)
- Kara Gilbert – Chief People Officer @ [Turbonomic](#), @ [Rapid7](#)
- Mike Arntz – SVP Sales @ [SmartSheet](#), [NetSuite](#)
- Emmanuelle Skala – SVP Customer Success @ [Toast](#)
- Ann Ruckstuhl – CMO @ [Unisys](#)
- Larry D'Angelo – Chief Sales Officer @ [LogMeIn](#)
- Mike Volpe – CEO @ [Lola](#), CMO @ [HubSpot](#)

yelp.



asana



Marketo

zoom

Drift

LogMeIn



ATLASSIAN

HubSpot

salesforce

Namely



The Science of Scaling When to scale? How Fast?



Want to download our free Stage 2 *Science of Scaling* eBook?

<https://blog.stage2.capital/science-of-scaling>



Want to download our free Stage 2
Hiring the First Sales Leader Playbook?

<https://blog.stage2.capital/hiring-sales-leader>

	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18
PRIME SALES LEAD							
Annualized Recurring Revenue (ARR) (2018)	\$1,716,000	\$1,866,000	\$1,794,000	\$1,888,000	\$2,008,000	\$2,448,000	\$2,862,000
ARR Monthly Recurring Revenue (MRR) Initial Base	\$143,000	\$155,500	\$149,500	\$157,333	\$167,333	\$204,000	\$238,500
New MRR	\$34,000	\$35,000	\$36,000	\$37,000	\$38,000	\$39,000	\$40,000
Full Month Account Executives	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New MRR / Full Month Account Executives	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Month 2 Account Executives	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New MRR / Month 2 Account Executives	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Month 3 Account Executives	\$0	\$0	\$0	\$0	\$0	\$0	\$0
New MRR / Month 3 Account Executives	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Account Executives Attrition	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Account Executives	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Churn MRR	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Churn MRR Churn Rate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ARR MRR Initial Base	\$143,000	\$155,500	\$149,500	\$157,333	\$167,333	\$204,000	\$238,500
ARR MRR Total ARR	\$1,760,000	\$1,921,500	\$1,833,500	\$1,925,333	\$2,046,333	\$2,487,000	\$2,902,000
Annualized Recurring Revenue (ARR) (2018)	\$1,760,000	\$1,921,500	\$1,833,500	\$1,925,333	\$2,046,333	\$2,487,000	\$2,902,000

Want to download our free Stage 2 *Bottoms Up Growth Model*?

<https://blog.stage2.capital/bottoms-up-sm-model>



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