

REVOLUTIONIZING SALES SUCCESS:

HOW GONG AND STRATEGIC SDR LEADERSHIP SECURED SUZY'S FIRST \$1M ARR CLIENT

298%

increase in customer spend

<12 Mnths

from \$250k - \$1M ARR

The Task: While at Suzy, I became a power user of Gong after leading a new Expansion SDR team. Our primary objective was to drive significant growth, and I implemented an innovative approach to prospecting and account mapping. This strategy was crucial in achieving a company-wide goal: securing Suzy's first \$1 million Annual Recurring Revenue (ARR) client, PepsiCo. Gong played a significant role in our success that year, thanks to a combination of skilled SDR hunters and the strategic use of its advanced conversation intelligence platform.

The Action:

- **Strategic Hiring:** Identified and onboarded top-tier talent to build a high-performing team.
- **Comprehensive Training:** Designed tailored onboarding programs to equip SDRs with product knowledge and Suzy business acumen.
- **Performance Metrics:** Established measurable KPIs to enable clear tracking and consistently improve SDR contributions.

Integration of Gong:

- **Conversation Analysis:** Utilized Gong to analyze sales conversations, uncover client needs, and refine our messaging strategies.
- **Data-Driven Coaching:** Provided targeted feedback based on Gong analytics, improving SDR effectiveness.
- **Process Optimization:** Identified scalable best practices and implemented them across the team to improve efficiency and conversion rates.



"The most fascinating aspect of this project, aside from Suzy reaching such an incredible milestone, was the strong correlation between Gong usage and success. SDRs who listened to Gong calls regularly booked more meetings, sourced higher-quality leads, and made significant contributions to closed deals. The practice of revisiting conversations proved invaluable. Sometimes, it only took one name drop that might have been missed to unlock opportunities—like the one that led to securing the Gatorade license."

JD Murphy, Senior SDR Leader, Suzy



John-Daniel Murphy · You

Sales professional awarded Alien of Extraordinary Ability sta.
4yr · 🌐

Gong strikes again 🌟 Apart from spending lunchtime with **Devin Reed & Kyle Coleman**, the best thing about their webinar "How to write highly effective sales emails" was learning about the highest performing CTA, the interest CTA: selling the conversation, not the meeting.

My fellow SDRs: what CTAs have you had success with?



**Cold Emails: Ask for interest,
not the meeting**

