

Gong Implementation Playbook

Get your team actually using Gong — not just paying for it. Full rollout from stakeholder alignment to adoption reporting.

9

Sections

50+

Starter keywords

1–2wk

Full deployment

Most companies spend \$30K–\$100K on Gong and see 40% adoption.

Why Gong rollouts fail

- ✗ Rushed setup with no stakeholder alignment — managers don't believe in it so reps don't use it
- ✗ Compliance and consent configurations done wrong — legal risk from day one
- ✗ Trackers and scorecards never set up — team is recording calls but no one is learning from them
- ✗ No adoption metrics — no way to know if it's working, so it quietly fades

What this playbook fixes

- ✓ Rollout timeline and stakeholder plan that builds manager buy-in first
- ✓ Call recording configuration and compliance checklist (GDPR, state-by-state consent)
- ✓ 50+ starter keyword library for trackers — competitive mentions, objections, deal risks
- ✓ Adoption metrics dashboard so you can prove ROI to leadership within 60 days

9 sections covering the full implementation lifecycle.

1

Rollout Timeline & Stakeholder Plan

Week-by-week deployment schedule with manager alignment built in from day 1

2

Call Recording Configuration & Compliance

Recording settings, consent notifications, GDPR and state consent law checklist

3

Tracker & Keyword Library (50+ Keywords)

Competitor mentions, objection phrases, deal risk signals, and buying intent keywords

4

Deal Intelligence: Scorecards & Risk Signals

Pre-built deal scorecard criteria + risk signal configuration for at-risk deal alerts

5

Manager Coaching Workflow Templates

The call review process, feedback templates, and coaching meeting cadence that drives rep improvement

6

Sales Rep Onboarding Guide for Gong

Step-by-step guide for new reps — setup, best practices, what managers are looking for

7

Weekly Review Process & Meeting Cadence

The recurring meeting structure that turns Gong from a recording tool into a coaching system

8

Adoption Metrics Dashboard Setup

The 6 metrics that prove Gong ROI — recording rate, review rate, scorecard completion, deal win rate delta

9

All Templates in Notion + PDF

Every template from all 8 sections delivered as editable Notion databases and PDFs for distribution



Turn your Gong investment into real revenue impact.

Full deployment in 1–2 weeks. Measurable adoption lift
within 30 days. Open the playbook and start with
Section 1.

More RevOps playbooks
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