tropic

GONG

SaaS Savings Playbook



tropicapp.io

Gong Pricing Overview

Gong serves as a revenue intelligence platform specializing in conversational intelligence, call recording, and sales analytics. Since becoming the market leader in this space, Gong has become increasingly rigid in their pricing structure, often pushing 5-7% YoY uplifts at renewal for flat renewals.

In March 2025, Gong introduced a new modular pricing structure, shifting from bundled features to an a-la-carte 'app' plan. Some features previously included in Gong Professional now require add-on purchases. While the modular approach offers more flexibility, it may raise overall costs. Professional, once the most common SKU, is becoming a legacy option. Going forward, Gong Foundation will be the core SKU, with additional licenses recreating the original feature set of Professional.

Gong is often open to waiving platform fees and providing one-time credits, especially when customers demonstrate growth commitment or multi-year agreements.

By the Numbers

Pricing Variability

-9.6% → **+23.07%**

25th percentile *75th percentile*

+19%
Average Tropic Savings
on top of previously negotiated prices

26.96%
of Tropic users are using Gong

Current Pricing Model*
(actively being deprecated):

- **Gong Professional Platform:** Platform fee of $10,000 annually plus $1,600/user/year
- **Gong Forecast:** Pipeline management and forecasting capabilities. $700/user/year
- **Gong Engage:** Sales engagement functionality. $800/user/year

New Pricing Model*

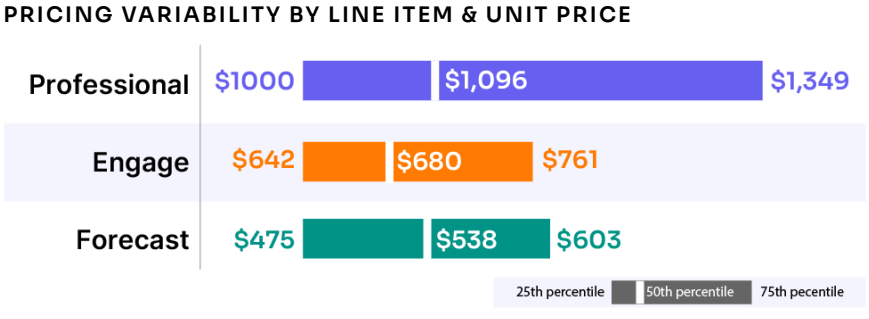
Gong's pricing is changing from Platform ($10,000) + Gong Professional licenses to:

- **Gong Platform:** Platform fee of $50,000 annually
- **Gong Foundations:** $1,600/user/year
- **Gong Enable Essentials:** $300/user/year
- **Gong Forecast Essentials:** $300/user/year
- **Gong Forecast:** Pipeline management and forecasting capabilities. $700/user/year
- **Gong Engage:** Sales engagement functionality. $800/user/year

*all pricing is list price

This new pricing model is rolling out now. Buyers pay about the same but get less. The $1,600 list price that once included all features now only covers some, with smaller discounts (customers now pay around $1,400 for Gong Foundations versus $1,000 for Gong Professional last year). Customers must budget for a more expensive, fragmented license structure compared to the previous all-in-one Gong Professional license.

Without pricing benchmarks, you'll accept "standard" rates and leave tens of thousands on the table. Case in point:



Gong Negotiation and Contract Strategy Guide

1 Establish Financial Pressure Early

Express budgetary constraints immediately and reference them throughout negotiations. Explain that while your organization values Gong's functionality, finance teams are forcing spend reevaluation given current economic conditions. This works best when tied to specific executive KPIs (e.g., improving gross margin, 2025 budget targets).

2 Navigate Renewal Uplifts

Gong typically enforces a 5-7% YoY renewal uplift on flat renewals. To avoid or minimize this:

- → **Growth:** Commit to 10-20 additional licenses to create negotiation leverage
- → **Multi-year commitment:** While this may extend similar discounts to shorter agreements, use it as leverage
- → **Add-on products:** Bundle Engage or Forecast to negotiate reduced platform fees elsewhere

3 Strategic Growth Positioning

- → **Be conservative with quantities:** Never share 100% of anticipated usage upfront. Start conservatively and gradually reveal growth plans
- → **Implement Ramp Plans:** With commitment to future growth, achieve higher discounts through structured ramps
- → **Leverage volume thresholds:** Institute Upgrade Tiers within contracts to unlock incremental discounts at certain quantities
- → **Strategic disclosure:** Gradually reveal growth plans to maximize negotiation leverage

4 License Management

- → Regularly review and adjust your license count based on actual usage
- → Request that Gong provide utilization reports
- → Assess necessity of features within SKU lines, especially with unbundled functionality in new pricing model

Contract Optimizations

Platform Fees & Fee Management

- **Initial Negotiations:** Gong is flexible about waiving platform fees—push for this early in negotiations
- **Renewal Watch-out:** Gong may try to reintroduce platform fees or increase them at renewal, it is best to write in "uplift caps" or permanent discounts
- **Alternative Savings:** If unit price discounts are limited, ask for one-time credits or leverage product add-ons (like Engage) to negotiate reduced fees
- **Defensive Strategy:** Push back on fee reintroduction using existing relationship and budget constraints

Auto-Renewal and Notice Periods

- **Critical Timing:** Gong's default opt-out notice is 30 days before renewal, you must engage early and send notice of non-auto renewal before then
- **Best Practice:** Start renewal conversations at least 2 months in advance to maximize leverage
- **Recommendation:** Remove auto-renewal clause if included to provide additional flexibility

Payment Terms Strategy

- **Standard Terms:** Annual Net 30
- **Flexibility Available:** Gong is generally open to Quarterly or Semi-Annual billing if requested
- **Negotiation Lever:** Use payment term flexibility as a bargaining chip if hard savings are difficult to achieve
- **Cash Flow Benefit:** Alternative payment schedules improve cash flow management at no uplift

Multi-Year Strategy

- Request pricing on 24- and 36-month terms to unlock discounts
- **Key Tactic:** Similar pricing may be available for shorter terms if you negotiate effectively
- After seeing multi-year discounts, push to have negotiated rate applied to 12-month agreement
- Offer quick signature in exchange for maintaining multi-year pricing on shorter term

Volume, Growth, and SKU Right-Sizing

- **Growth Leverage:** Gong values growth—use current or projected user increases for better discounts or ramped pricing
- **Usage Review:** For renewals, analyze actual usage and right-size SKUs (e.g., Gong Lite vs. Professional)
- **Conservative Approach:** Be conservative when sharing volume projections initially
- **Volume Reduction Warning:** Gong may try to increase per-unit pricing if you reduce volume at renewal
- **Feature Assessment:** Avoid overpaying for unused features by evaluating necessity within SKU lines

Additional Contract Considerations

- **Renewal Cap:** Push for 0-2% cap (landing at 5% is still fair) - critical with the new pricing model implemented in March
- **NDAs:** Gong does not require NDAs for standard negotiations
- **Resellers:** They do not typically work through resellers
- **Executive Escalation:** If negotiations stall, executive escalation can help unlock better terms

Leverage Points & Tactics

Competitive Positioning

The sales enablement space has become incredibly crowded. Competitive strategy tips:

- → Present competitor quotes to apply pricing pressure
- → Ensure quotes are credible and comparable for maximum impact
- → Create genuine competitive tension by considering alternatives
- → Make it clear the decision largely boils down to pricing

Key competitors:

- → **Clari (CoPilot):** For 150 licenses, pricing approximately $615/seat/year
- → **Outreach (Kaia):** Now requires purchasing the entire suite as of January 2024
- → **ZoomInfo (Chorus):** Alternative in conversational intelligence space

Gong's competitive landscape has just seen a big consolidation. Clari and Salesloft announced a merger in early August 2025, creating a unified revenue platform managing $10 trillion across 5,000+ organizations. This consolidation reflects market realities: for Tropic customers we saw Salesloft use declined 30% over two years, Clari remained flat at 7% market share, while Gong leads at nearly 27%. For Gong, the merger presents clear options: accelerate sales engagement against a distracted competitor or strengthen their winning position in sales intelligence and forecasting. For buyers, consolidation usually means less optionality, but in this case, it might mean more if the combined Salesloft-Clari entity can truly compete with Gong.

Timing Leverage Tactics

- → Align negotiations with quarter-end for maximum urgency
- → Significant discounts available for quick signatures, especially at end of month or quarter
- → Extend conversations close to EOQ, then offer timely signature for maximum discounting
- → Consider early signature before EOQ for additional leverage
- → Align your timing with Gong's sales incentives for best results

Fiscal Quarter End Dates

Q1	Q2	Q3	Q4
April 30	July 31	October 31	January 31

Executive Escalation

- → Have executives communicate budget constraints and willingness to extend partnership if price is right
- → Connect leadership from both organizations for last-minute concessions
- → Leverage timing with executive involvement for best results

Negotiation Workflow

For Flat Renewals

1. Send non-auto renewal notice 60-90 days early
2. Confirm internal license needs and request usage data
3. Request renewal pricing at current volume
4. Push back on any YoY increase
5. Threaten competitive alternatives (Salesloft, Outreach, Clari)
6. Request multi-year pricing, then push for same rates on preferred term

For Growth Scenarios

1. Evaluate usage with internal teams and Gong reports
2. Start conservative with initial volume disclosure
3. Leverage growth commitment for better rates
4. Toggle between volumes and term lengths to add uncertainty
5. Use executive escalation with budget messaging
6. Deploy quick signature timing for final concessions

For Reductions

1. Right-size to realistic minimums
2. Hold back 15-20 licenses for subsequent negotiation
3. Share that multiple renewals are up and full evaluation underway
4. Explore multi-year to offset volume reduction impact

For New Purchases

1. Choose realistic, conservative 12-month volume needs
2. Emphasize potential growth and ask about ramp structures
3. Request pricing tiers for users past certain thresholds
4. Present competitive quotes from Clari, Outreach, or Salesloft
5. Offer target signature date for lower pricing
6. Explore multi-year options but push for flexibility

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