

Panel exercise homework prompt

Assume you have joined Gong as Senior PM, International & Enterprise. Welcome!

You are performing your regular triage of customer feature requests and notice a small handful of requests from APAC customers asking about Gong integrating with WhatsApp. You know from conversations you've had recently with the PM who owns data ingestion that they have a placeholder on their roadmap for additional messaging integrations later in the year. However, this was pushed from last year and the PM's original impetus for considering this came from a different direction: requests they had heard from North American tech customers asking for Slack Connect conversations to be brought into Gong.

Your PM colleague asks you for help in setting a direction here. They have many competing priorities and are unsure how much engineering effort they will be able to devote to this agenda without a clearer rationale. At the same time, the go-to-market teams you support are looking for guidance on how to handle this topic with customers.

In our session, we'd like you to walk us through:

- In general, how do you go about evaluating customer requests?
- For this specific opportunity, how would you go about developing a recommended direction?
- Applying that approach, what's your initial analysis on the direction Gong should take here?

The purpose of the discussion is to help us mutually assess compatibility and for us to understand how you evaluate the business needs or problems we are aiming to address, the approaches you take when trying to solve them, and the solutions you explore.

We realize that you likely do not have an in-depth understanding of the Gong product, market, customers, or technology yet. We won't be evaluating you on the "correctness" of a particular approach, but would like to understand your thought process and research methodology.

The goal is to have an open conversation similar to ones we have here almost every day. Think of it as an initial readout and group discussion on the path towards product decision-making.

We care about your time and do not expect a comprehensive strategy. But it's important that there's enough "meat" in this exploration that we can get a good view into your thought process.

Please prepare a short slide deck which should take no more than 25 mins to present, so that we have plenty of additional time for discussion in our 1 hour session.

Please email the deck (or any other artifacts you plan to share to guide the discussion) to Hiring Manager Damian (damian.cowell@gong.io) and Recruiter Sohrab (sohrab.madani@gong.io) by 5 pm PT the day before your scheduled interview for our panel to review.

Questions? You are encouraged to reach out to Damian while working on this for any questions or clarifications. Good luck!