

 Opine  Gainsight

How Gainsight Generates 3x More Closed-Won Dollars Per SE Hour With Opine

The world's leading retention-as-service (RaaS) company partnered with Opine to unite its presales, sales, and product teams, amplify POC wins, and turn active deals into hard revenue—all within just 6 months of going live.

"Opine is the presales tool for the moment we're living in. It's helping us improve POC win rates and shorten sales cycles while making everyone who touches it the most efficient they've ever been."

- David Greene

Vice President of Solutions Consulting at **Gainsight**

Curated by the Opine & Gainsight teams

Gainsight

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Industry Software • Pain point Manual presales processes siloed deal context and slowed cross-team collaboration



3x

increase in closed-won dollars per SE hour



10%

boost in POC win rate



9 day

reduction in average sales cycle

About the Company

Gainsight is the retention engine behind the world's most customer-centric companies, helping them unify the post-sales journey through robust applications and AI agents. Trusted by more than 200 publicly-traded organizations, Gainsight has received widespread industry recognition, including a placement on the Forbes Cloud 100 list and the #1 spot on Glassdoor's Best Places to Work.



THE PROBLEM

Manual presales processes siloed deal context and slowed cross-team collaboration

As Vice President of Solutions Consulting at Gainsight, [David Greene](#) ensures every hour his team spends on active opportunities directly translates to closed-won dollars. The blocker? His team's existing presales software wasn't built to support this objective.

While their existing stack offered visibility into deals and activities at a high level, it didn't directly support the core presales workflows that turn prospects into eager buyers. This meant that the time David's team needed to meet with prospects and design solutions was often lost to routine tasks like creating sales-to-service handoff documents and building briefs.

The stack also didn't support real-time deal admin. Presales spent hours updating the system of record with the latest from every customer call and Slack thread. However, deal velocity still outpaced their ability to manually enter every new development, making it impossible for AEs and leadership to follow along.

For a real pulse on an opportunity, these teams had to ping David's team directly—and even then, the answer was more opinion than objective reality. "When everyone is constantly context switching, no one knows entirely what's going on with a deal," David explains. "There was always a chance that a revenue-critical risk signal or integration issue would slip through the cracks."

The uncertainty didn't end after close. Although the existing stack captured self-reported data about how much time presales spent on each opportunity, it couldn't tell leadership exactly why certain deals were won or lost, which products were underperforming, or resolve an ongoing debate about whether creating a fully customized POC experience was actually boosting win rates.

As these friction-heavy workflows slowed deal momentum and blocked meaningful process improvements, David sought a new technical sales platform. He evaluated several solutions, prioritizing AI-first workflows, hands-on support, and a record for driving technical success. David found exactly what he was looking for in [Opine](#).

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Our presales team was spread across so many POCs that figuring out deal status was a lot of gut feel—even with a dedicated platform to track it. Now that we're using Opine, we always know exactly where we stand.



THE SOLUTION

Streamlined presales workflows and centralized deal visibility in one shared workspace

It took under a day for Opine to integrate with Gainsight's existing stack.



THE SOLUTION

Streamlined presales workflows and centralized deal visibility in one shared workspace

With Salesforce, Slack, and Gong connected, David dove into the platform to define deal stages and set up the team's core use cases. "Opine's UI is so user-friendly that we got going without any learning curve," David shares. "Of course, if we Slacked the team a request, they were on it immediately."

Adoption began with a pilot for a smaller group of users, and, just three weeks later, his entire 40-person team was using Opine to save time and accelerate technical wins.

With Opine's AI, David's team auto-generates sales-to-service handoff documents, solution briefs, and POC briefs, all at the click of a button. Because Opine compiles these documents from call transcripts, Slack threads, Salesforce fields, and the team's own notes, there is no question of accuracy or consistency.

The platform's ability to unite scattered sources also saves presales the headache of maintaining deal hygiene. Opine keeps a real-time record of every opportunity, taking this context and spinning it into AI-generated summaries, pipeline metrics, and next steps. Whenever the team needs to communicate a crucial update, they simply log into Opine and push it right to the relevant Slack deal channel. With document creation and record-keeping automated, presales can give their all to higher-value work.



These presales efficiencies also change the game for David, AEs, and other leaders—replacing ad hoc, subjective updates with a unified view of pipeline health. In fact, David says these teams love Opine's views so much that they're logging in to see for themselves. In addition to checking the platform's at-a-glance recaps, they can:

- Click into part of a summary and pull up the presales note or call transcript it came from to verify the context behind the callout
- Query Opine's AI assistant for more pointed deal intelligence, like how often customers mention a certain competitor
- Check each opportunity's solution fit score to spot risks early and intervene before it's too late



Leaders leverage Opine's visibility for post-deal analysis as well. Using Opine's win/loss analysis, leaders drill down on POC trends, aggregating their findings to pinpoint the top factors that win deals and those that lose them. Besides surfacing which products perform best, this analysis also quickly validated David's conviction that fully customizing POCs actually pays off. Since the first analysis, he's made several capacity planning decisions that have helped his team exceed their growth targets and shrink sales cycles.

These wins have even empowered Gainsight to expand its Opine adoption beyond the sales organization. The product team regularly consults its "Requests" dashboard for a direct line of sight into what missing features are blocking deals and exactly how much pipeline is attached to each. Then they get to work on updates guaranteed to attract higher-intent prospects that David's team can convert even faster.

"Our Opine adoption has expanded well beyond the presales team. From the win/loss insights it gives sales leaders to the roadmap clarity it offers our product team, it's driving impact across the company."

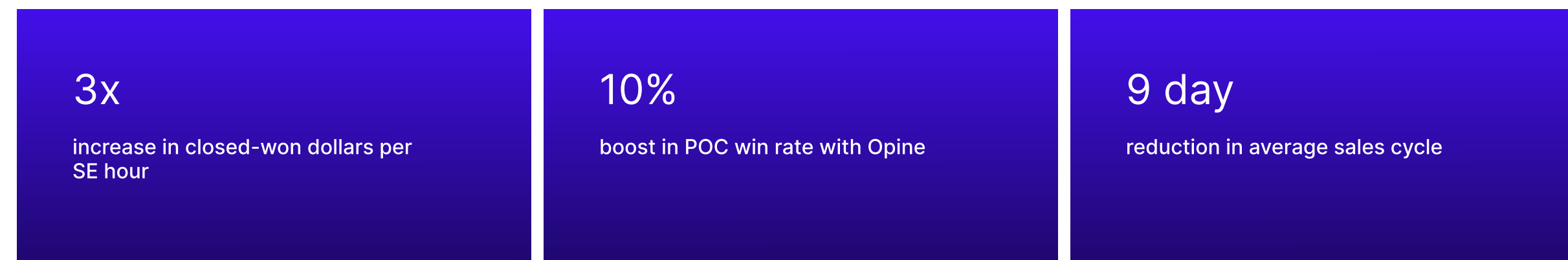
THE RESULTS

Stronger organization-wide efficiency, shorter sales cycles, and a 10% higher POC win rate

What began as a way to streamline presales workflows has evolved into a high-performing sales motion that the entire revenue team touches. Now that presales, AEs, leaders, and product all work together in Opine, POC win rates are higher, sales cycles are shorter, and product updates better reflect the voice of the customer.

Looking forward, David is eager to test Opine's MCP integration, which will empower multiple teams to query live deal data directly from their Claude workspaces. He's also excited to see how a forthcoming update to the platform's request management feature will simplify how AEs get the presales resources they need for every deal.

The results after just 6 months?



“ We're still scratching the surface of what we can do with Opine. Every time their team shows me what's on their product roadmap, it's something I never thought to ask for but already know will be a game-changer.

David Greene

Vice President of Solutions Consulting at Gainsight

