

Gong Alternative for Individual Sales Reps (Real-Time Coaching)

Gong runs after the call and answers to your manager. Hedy is the real-time, private alternative for the individual rep, with no CRM and no contract.

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A standing salesperson wearing a headset, speaking and gesturing during a call, with a MacBook and a face-down iPhone on the desk

Quick answer Gong and Chorus are revenue intelligence platforms bought by sales managers to record, review, and forecast across a team. Their coaching happens after the call, and your manager sees everything. Hedy is the alternative built for the individual rep: it coaches you live during the call, stays private to you, needs no CRM, and has no annual contract. Free for 5 hours/month, \$12.99/month for unlimited .

If you've gone looking for a Gong alternative as an individual rep, you've probably noticed the mismatch. Gong is a serious product, but it wasn't built for you. It was built for your manager.

Gong and Chorus (now Chorus by ZoomInfo) are revenue intelligence tools. Sales leaders, RevOps, and enablement teams buy them to record every call, score them, inspect deals, and forecast the quarter. That's genuinely useful work, just not the work a single rep is trying to do on a Tuesday afternoon call. You don't need a forecasting platform. You need help asking a better discovery question while the prospect is still on the line.

That's the gap Hedy fills, and it's why reps end up comparing the two even though they sit on opposite sides of the same call.

Why individual reps look for a Gong alternative

A few reasons come up again and again:

- It's a manager's tool, not a rep's tool. Gong and Chorus exist to give leadership visibility into the team. Reviews of both surface the same "Big Brother" feeling, with reps describing talk-ratio scrutiny and after-the-fact nitpicking. Some teams even build performance plans from Gong data.
- The coaching arrives too late. Both platforms are retrospective. You get the feedback after the call is over and the deal has already moved, not while you can still change the outcome.
- It's priced and sold for teams. Quote-only pricing, annual contracts, platform fees, and locked seat counts. Multiple analyses call Gong overkill for teams under about 20 reps. As a solo seller, you can't even buy it the way you'd buy a normal app.
- It assumes a CRM. Much of the value depends on a well-maintained Salesforce or HubSpot instance behind it.

If any of those is your sticking point, you're not really looking for a smaller Gong. You're looking for a different kind of tool.

At a glance

| Hedy | Gong / Chorus

Built for | The individual rep on the call | Sales managers, RevOps, leadership
When it coaches | Live, during the call | After the call, on review
Who sees your calls | Just you, by default | Your manager and team
CRM required | No | Assumes Salesforce / HubSpot
Contract | None; monthly or free tier | Quote-only, annual (Chorus often 2-year)
Platforms | iPhone, Android, Mac, Windows, web | Web platform, team deployment
Pricing | Free, or \$12.99/month | Reported by third parties around \$1,600/user/yr + platform fees

Gong and Chorus gate their pricing behind sales, so the figures above are third-party estimates, not official numbers.

Real-time coaching vs after-the-call review

This is the difference that matters most, so it's worth being precise about it.

Gong has no in-call assistant. Its whole design is to capture the conversation and hand you analysis afterward: flagged moments, scorecards, deal risk. Chorus is the same, with insights ready "within minutes after your call ends." The one piece of Chorus that runs live is data enrichment, telling you who joined the call, not coaching you on what to say next. Third-party reviewers who want live guidance are routinely told to bolt a separate tool onto Gong to get it.

Hedy is that separate kind of tool, except it's the whole product. During a sales call, automatic suggestions (/help/automatic-suggestions/) appear on their own when they're useful: a discovery gap you're about to skip past, an objection that went unanswered, a buying signal worth chasing, a nudge when you've been talking too long, a reminder to lock a next step before you hang up. You can also tap a quick action for the next open question or a way to frame price against value. It's coaching you can act on while the call is still happening, not a report you read once it's lost.

Private to you, not a manager's dashboard

Gong and Chorus are visibility systems. That's not a criticism, it's the point of them: managers get a shared library of recorded calls, scorecards, and talk-track analysis so they can coach and standardize a team. The tradeoff is that your calls live in a system your manager controls.

Hedy flips that. It's a coach for the rep, not a dashboard for the boss. There's no shared call library and no manager scoreboard by default. The suggestions during the call and the write-up afterward are yours. For a lot of reps, that's the difference between a tool that helps them and a tool that watches them.

No CRM, no platform contract

Gong's forecasting and deal intelligence are calculated against your CRM, and Gong Forecast only works with Salesforce and HubSpot. Chorus assumes a CRM too, and leans on a ZoomInfo subscription underneath. That scaffolding is part of why these are months-long implementations rather than something you switch on before your next call.

Hedy needs none of it. It works from the call itself and from whatever session or topic context (/help/how-to-use-hedy-for-sales-calls/) you've already set. Group your calls for one account under a topic and Hedy starts surfacing patterns across them, but there's nothing to integrate and no fields to maintain. You start selling; it keeps track.

Where Gong and Chorus are the better fit

Switching tools should be an honest decision, so here's where the incumbents genuinely win. If you're running a sales organization, Gong and Chorus do things Hedy deliberately doesn't:

- Team-wide analytics, like which talk tracks and objections convert across many reps
- CRM-tied pipeline inspection and forecasting from actual call and deal data
- Manager coaching at scale, with scorecards and consistent review across the team
- Searchable shared call libraries for onboarding and ramping new reps

If the job to be done is managing a team's pipeline and standardizing how everyone sells, that's exactly what these platforms are for. Hedy isn't trying to replace them at that job. It's built for the individual on the call, which is a different job.

Pricing, compared

Neither incumbent publishes a price. Both are quote-only and sold through a sales process.

For Gong, third-party analyses report a base platform fee around \$5,000 plus roughly \$1,600 per user per year, on annual contracts with seat counts locked for the term and renewal increases on top. For Chorus, third parties report around \$8,000 a year for three seats, frequently bundled with a ZoomInfo subscription and often on two-year terms. Treat these as estimates; the real number is whatever the contract says.

Hedy is free for 5 hours a month, and \$12.99/month for unlimited (<https://www.hedy.ai/pricing/>). No contract, no seat minimum, no procurement cycle. You can try it on your next call today.

Who should choose what

Choose Gong or Chorus if you're a sales leader or RevOps buyer who needs team analytics, CRM-tied forecasting, manager coaching at scale, and a shared call library, and you have the budget and the CRM to support it.

Choose Hedy if you're the person actually on the calls and you want private, real-time help during the conversation, a clean recap and follow-up afterward, and no contract or CRM to set up. It works the same whether you sell over Zoom, over the phone, or across a table.

The Sales Meeting session type (/post/sales-meeting-session-type/) is where all of this lives in the app.

What this guide doesn't claim

Hedy is not a revenue intelligence platform, and this isn't a feature-for-feature replacement for one. It doesn't forecast a team's pipeline, roll up analytics across many reps, or give a manager a dashboard of everyone's calls. If that's what you need, the incumbents are built for it and Hedy isn't. What Hedy claims is narrower and, for an individual rep, more useful day to day: real-time coaching on your own calls, private to you, with nothing to set up.

Frequently asked questions

Is Hedy a good Gong alternative?

For an individual rep, yes. Gong is a revenue intelligence platform bought by managers and RevOps to record, review, and forecast across a whole team, and its coaching happens after the call. Hedy is built for the person on the call: it coaches you live and stays private to you. If you want team-wide analytics and forecasting, Gong is the better fit. If you want help on your own calls without a contract or a manager dashboard, Hedy is the sharper choice.

Does Gong coach you in real time during the call?

No. Gong's model is retrospective. It records and transcribes calls, then surfaces analysis and coaching for review afterward. Hedy surfaces suggestions during the call, when you can still act on them.

How much does Gong cost compared to Hedy?

Gong is quote-only and sold on annual contracts. Third parties report a base fee around \$5,000 plus roughly \$1,600 per user per year. Hedy is free for 5 hours a month and \$12.99/month for unlimited, with no contract.

Can my manager see my Hedy calls like they can in Gong?

No. Gong and Chorus are built to give managers visibility into rep calls. Hedy is a private coach for the rep, with no team dashboard by default.

Do I need a CRM to use Hedy?

No. Hedy works from your call and the context you set, so there's nothing to connect before you start selling.

Related reading

- Introducing Sales Meeting: live sales-call coaching (/post/sales-meeting-session-type/)
- How to use Hedy for sales calls (/help/how-to-use-hedy-for-sales-calls/)
- Fireflies alternative: Hedy's botless AI meeting coach (/post/fireflies-alternative-hedy/)

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