



Gartner[®]

**Drive
growth**

Win with Gartner for Sales.

An aerial photograph of a winding asphalt road that curves through a dense, lush green forest. The road is dark grey with yellow and white lane markings. A few vehicles, including a white van and a smaller car, are visible on the road. The surrounding forest is thick with various shades of green trees. The overall scene is bright and clear, suggesting a sunny day.

Sales objectives are complex and cross-cutting

Gartner for Sales is the world's leading research and advisory company for sales executives who seek to catapult growth through winning practices.

Gartner services for sales leaders

Transform your sales organization

Benchmarks and expert advice to keep up with the pace of change:

- Evaluate your sales organization's functional maturity to reveal gaps between where you are and where you want to go with Gartner Sales Score.
- Achieve higher growth while managing the cost of sales by taking a balanced approach to channel selection, sales coverage and deployment.
- Prioritize a shortlist of sales force automation vendors that best aligns with the capabilities needed by your organization, and optimize sales spend and investments with an objective expert contract review service.
- Improve sales leaders' ability to drive effective strategic planning, sales transformation and communications to increase seller engagement and performance.

Utilize sales operations for a competitive advantage

Source trustworthy and timely guidance on what to do and how to do it:

- Accelerate strategic and tactical sales success by designing teams that capitalize on a changing selling landscape, smoothly absorb surges in workload, and reflect the company's unique priorities and enhancement opportunities.
- Align the sales process with buyers' journeys and maximize adoption of sales systems to improve sales outcomes.
- Design and deliver standardized metrics and dashboards that drive sales and enterprise audiences toward strategically insightful, actionable decisions.
- Build effective sales compensation programs that attract, engage and reward sellers for their impact on performance and create a strategic advantage for the business by leveraging data insights to incentivize specific seller behaviors.

Elevate the impact of sales enablement

Transform the enablement function from a reactive hub for seller support to a proactive team that drives transformative productivity gains:

- Help optimize sales enablement strategy and design to arm frontline sellers and managers with the collateral, tools and technologies needed to sell more effectively and efficiently.
- Arm sales enablement functions with the knowledge, frameworks and tools necessary to develop frontline talent skills and improve training, coaching and onboarding effectiveness.
- Provide the tactics and strategies needed to hire high-quality frontline talent and lower attrition in the current selling environment.
- Develop expertise on cross-functional areas such as cost optimization, digital business transformation and change management.



Some of the key questions we help sales leaders address:

- 1. How can we lead in a virtual buying and virtual selling world?**
- 2. How do high-performing sellers pursue and close opportunities?**
- 3. How can I transform my sales operations function to become a source of competitive advantage?**
- 4. How can I reduce internal complexity to improve sales productivity?**
- 5. Which frontline seller skills and competencies should we focus our talent development efforts on?**
- 6. How can I deliver on an effective sales strategy that moves my organization into the new digital age?**



How fellow sales leaders are winning with us

A chief sales officer was able to develop an effective commercial insight framework in a condensed time frame, and equip his sales team with adequate skills, tools and processes for a successful product launch.

A head of sales enablement achieved 60% of sellers hitting their targets within 15 months of initial engagement.

A VP of sales and marketing achieved more than \$500,000 in savings on a technology investment.

A chief revenue officer increased her revenue by 20% YOY by reorganizing and refocusing her sales team on growth.

Here's what your peers are saying:

“We're specifically looking at how we enable our buyers to progress in their decision process. In fact, Gartner is helping us to think through what that looks like in terms of our organization, and what that looks like in terms of the tools and process that we use to enable them.”

Jenny Lee

VP, Global Sales Operations and Strategic Initiatives, Ellucian

Open a world of unlimited possibilities and growth with Gartner for Sales Leaders



Diagnostics and benchmarks



Guides and toolkits



Expert inquiry



Expert research



Case studies and best practices



Peer connection



Live events



Live webinars and online learning events



Document reviews

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