Gartner CSO & Sales Leader Conference
May 17 – 18, 2022 | Americas | Virtual
gartner.com/us/sales

Join the premier conference for CSOs and their teams
Adaptive Sales Strategies for a Disrupted World

Adapt. Innovate. Thrive.

As the pandemic becomes endemic and buyer behavior and technology constantly shift and evolve, disruption in all forms continues to reshape the world. Within these new dynamics, chief sales officers (CSOs) and sales leaders must adapt and identify opportunities to generate revenue and drive growth. In addition, an increasing reliance on digital is upending norms and selling practices for sales organizations everywhere. This is a time for sales leaders to take the lead and empower their teams with innovative strategies and new methods of execution.

At the virtual Gartner CSO & Sales Leader Conference 2022, we explore how to adapt and execute in a disruptive world and deliver insights to help sales leaders with:

- **Innovative and emerging sales strategies** to integrate buyers and sellers within immersive, highly differentiated digital experiences
- **Sales analytics** to ensure that data supports strategy and organizational transformation
- **Virtual selling** to maximize seller effectiveness and changing buyer preferences
- **Leading and managing sales teams** to meet and exceed their goals
- **Digital business transformation and commercial acceleration** to improve seller guidance and drive revenue growth

Visit gartner.com/us/sales or call 1 866 574 7507 for updates and to register!
Prepare your sales team to drive revenue growth

As the pandemic turns to an endemic and B2C dynamics influence B2B activity, CSOs face an extraordinary number of previously unseen disruptions, creating a new era marked by shifts in work styles, social norms and an ever-increasing reliance on technology.

CSOs, sales enablement leaders, sales operations leaders and sales executives who join Gartner CSO & Sales Leader Conference 2022 gain unique, actionable insights, practical tools and expert guidance to improve their sales strategy, experience interactions with hundreds of sales executives and have the unparalleled opportunity to learn from the most progressive sales organizations, allowing them to create success within their organizations at an accelerated rate. Get inspired across two days of research-backed, interactive sessions.

Experience Gartner conferences virtually

You can still join the most important gathering of CSOs and sales executives from wherever you’re working — no travel required. The virtual conference is designed to offer you the same objective Gartner research and lessons from the experiences of your peers in one easy-to-navigate platform.

Access the same data-backed insights, with a few added perks

• Learn from an increased network of sales peers. Our virtual platform accommodates an ever-larger number of sales leaders than could have attended in person, meaning increased professional networking opportunities for all.
• Enjoy flexibility to review more sessions. More than 30 agenda sessions are available on demand for 90 days postconference, minimizing the impact of scheduling conflicts.
• Take advantage of interactive sessions with peers and Gartner experts. In addition to scheduling a personal one-one-one consultation with a Gartner expert, you can engage in peer-to-peer roundtable discussions and get frequently asked questions answered in Ask the Expert sessions.

“Great information, quantitative guidance, step-by-step solutions recommended for several key problems.”

2021 virtual conference attendee

Table of contents

04 Keynote sessions
04 Exhibit Showcase
05 Meet the experts
06 Agenda tracks
07 Conference features
08 Agenda at a Glance
10 Registration and pricing

Visit gartner.com/us/sales or call 1 866 574 7507 for updates and to register!
Keynotes

Guest keynote

A Conversation With Sarah Robb O’Hagan
Join us for an interview with Sarah Robb O’Hagan, Business Leader, Author and CEO of EXOS. With a strong track record of implementing game-changing innovation and growth strategies as President of Equinox and Gatorade, Ms. O’Hagan shares anecdotes from her time working for team-oriented corporate cultures (including Nike and Virgin), as well as insight into the strategies she used while leading major global companies.

Sarah Robb O’Hagan
Business Leader, Author and CEO of EXOS

Gartner keynote

Sustaining Growth Through Unrelenting Disruption
Constant change is overwhelming today’s sellers, undermining sales effectiveness. In response, sales leaders have sought to provide greater support and direction, which comes with unintended consequences and surprisingly high costs. Uncover what sales leaders can do differently to predictably boost sales performance in an unpredictable world.

Scott Collins
Managing VP
Alice Walmesley
Director, Advisory

Exhibitor Engagement Zone

The virtual Gartner CSO & Sales Leader Conference helps you gain access to exhibitors within your own workspace, at your own pace. Take advantage of your ability to access some of the world’s leading technology and solution providers to help you accelerate your technology decisions.

Premier

Interestingly in exhibiting? Contact us at exhibit@gartner.com.

Interested in exhibiting? Contact us at exhibit@gartner.com.

Exhibitor list as of March 29, 2022, and subject to change

View Exhibitors
Meet the experts

Elizabeth Beard  
Director Analyst

Debbie Bender  
Director Analyst

Robert Blaisdell  
Senior Director Analyst

Maria Boulden  
VP, Executive Partner

Michele Buckley  
VP, Team Manager

Doug Bushée  
Senior Director Analyst

Scott Collins  
Managing VP

Tom Cosgrove  
Senior Director Analyst

Jason Daigler  
VP Analyst

Dan Gottlieb  
Director Analyst

Daniel Hawkyard  
Senior Principal, Advisory

Steve Herz  
Senior Director Analyst

Greg Hessong  
Senior Director, Advisory

Shayne Jackson  
Senior Director Analyst

Robert Lesser  
Director, Advisory

Nate McCullough  
Director, Advisory

Tina Nunno  
Distinguished VP Analyst

Steve Rietberg  
Senior Director Analyst

Craig Riley  
Director Analyst

Craig Rosenberg  
Distinguished VP Analyst

Don Scheibenreif  
Distinguished VP Analyst

Sandy Shen  
VP Analyst

Alice Walmesley  
Director, Advisory

Jason Wong  
Distinguished VP Analyst

David Yockelson  
VP Analyst
**Agenda tracks**

**A**

*Drive Commercial Acceleration With Innovative Strategies and Execution*

All sales leaders and managers must work through trends impacting their ability to generate revenue. Buyers are changing. Technologies are emerging. And the war for sales talent continues. The modern sales function must not be held back by historic norms and outdated practices. Instead, sales leaders must become commercial futurists and embrace innovative strategies and methods of execution. This track helps leaders formulate clear and future-looking actions to drive market-leading growth and become a destination for top talent.

- Sales development
- Strategic sales planning
- Account management
- Sense making
- Organizational/sales deployment

**B**

*Modernize Enablement for the Future of Selling*

Today’s digital-first buyers and hybrid work environments have created new challenges and shifted the mandate of the sales enablement function. While many leaders embrace this new dynamic, virtual selling and digital dexterity are only part of the enablement puzzle. In this track, the focus of the sessions is on modernizing sales enablement with strategies to align changing buying preferences with the future of selling.

- Seller engagement
- Revenue enablement
- Digital competencies
- Onboarding and talent development
- Sales enablement technology

**C**

*The Future of Sales Operations: Powering End-to-End Revenue Growth*

The digital evolution of B2B sales creates an opportunity for sales operations to generate more value across the enterprise. Sales operations leaders must meet the needs of a broader cross-functional community. Making this shift requires changes to sales operations talent, the adoption of emerging technology and the development of advanced analytics. The focus in this track’s sessions is on the positioning of sales operations to support the end-to-end revenue process and streamline its interconnected workflows to accelerate commercial performance.

- Revenue operations
- AI in sales
- Analytics and data literacy
- Sales compensation
- Sales operations technology

**D**

*Leading Across the Commercial Coalition*

Today’s CSOs must evolve to influence more broadly across the enterprise. Through a confluence of factors from unified strategies to communal data and interconnected technologies, CSOs have a greater ability and mandate to unify internal stakeholders to meet the evolving needs of B2B buyers. The focus of this track is on helping CSOs influence across the organization as the leaders of selling.

- Business automation
- Customer experience
- Technology trends/hybridization
- Sales leadership

Visit gartner.com/us/sales or call 1 866 574 7507 for updates and to register!
Conference features

Plan your conference experience

Interact with the experts
Get personalized and interactive advice from the Gartner sales experts during roundtable discussions, Ask the Expert sessions and a Gartner one-on-one meeting. You get actionable insights to help you tackle your pressing challenges and synthesize the conference material for your unique situation.

Be the first to access cutting-edge Gartner research
This year’s conference features a brand new track and sessions based on research developed over the past year. Gain exclusive access to the latest insights debuting at the conference, in an environment built for true dialogue.

Ask the Expert sessions*
These small-group discussions with a targeted topic feature one Gartner expert who answers pressing questions from you and your peers.

Roundtable sessions*
Join your peers from leading organizations and various industries to discuss relevant topics inspired by the latest research in these small-group sessions moderated by a Gartner expert.

Exhibitor Showcase
Meet with leading sales solution, service and technology providers, and create a shortlist of potential partners.

*Online preregistration is required for Ask the Expert, roundtable and Gartner one-on-one sessions. Reserve your place early, as space is limited.

Meet one-on-one with a Gartner expert*
Schedule a private, 30-minute one-on-one consultation with a Gartner expert who provides targeted, personalized guidance on your most critical priority. You walk away with actionable insight for your specific situation. As our attendees tell us, the Gartner one-on-one meeting in itself is worth the price of admission.

The CSO Circle
The CSO Circle* experience is exclusive to chief sales officers and guarantees a high level of information exchange and peer interaction that is unlike any other conference. Join interactive sessions and discussions on top-priority topics with vetted CSO peers.

*Application is required.
### Agenda at a Glance

**Tracks**
- Drive Commercial Acceleration With Innovative Strategies and Execution
- Modernize Enablement for the Future of Selling
- The Future of Sales Operations: Powering End-to-End Revenue Growth
- Leading Across the Commercial Coalition

---

**Tuesday, May 17**

**Keynote**  
Sustaining Growth Through Unrelenting Disruption

**SESSIONS**

<table>
<thead>
<tr>
<th>A Drive Growth by Closing the Value Loop Across the Buying and Owning Cycle</th>
<th>A Modern Opportunity Qualification: Qualifying Opportunities for Growth Potential and Fit</th>
<th>A Top Ecosystem Growth Insights and Opportunities. They Aren’t in Tech, Do You Know Where They Are?</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Roundtable: Executive Partner Musings on CSO Priorities</td>
<td>A Characteristics of a Modern Sales Enablement Organization</td>
<td>A Revenue Enablement Is Key to Reducing the Complexity of the Modern Sales Ecosystem</td>
</tr>
<tr>
<td>A The Ultimate Virtual Sales Tech Stack</td>
<td>A Ask the Expert: How Do I Build the Ultimate Revenue Tech Stack?</td>
<td>A Roundtable: Head of Sales Operations Priorities</td>
</tr>
</tbody>
</table>

---

**Wednesday, May 18**

**Keynote**  
A Conversation With Sarah Robb O’Hagan

**SESSIONS**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A The Key to Effective Prospecting for Your SDR Team</td>
<td>A Reengineer Key Account Programs to Reduce Key Account Manager Burden</td>
<td>A Rethinking the Unique Value-Add of the Seller With Situational Awareness</td>
</tr>
<tr>
<td>A Ask the Expert: How Do I Build the Foundations of Customer Success?</td>
<td>A Keys to Offering Scalable and Accelerated Seller Onboarding</td>
<td>A Ask the Expert: How Do I Improve the Effectiveness of My Sales Onboarding Program?</td>
</tr>
<tr>
<td>A Reduce Seller Attrition Through the Use of Stay Conversations</td>
<td>A Ask the Expert: What Do I Need to Know About Sense Making? Your Toughest Questions, Our Best Answers</td>
<td>A Ask the Expert: How Do I Improve the Effectiveness of My Sales Onboarding Program?</td>
</tr>
<tr>
<td>A Measuring Sales Enablement Impact — You’re Doing It Wrong</td>
<td>A Roundtable: Head of Sales Enablement Priorities</td>
<td>A CROs: It’s Time to Solve the CRM Data Problem</td>
</tr>
<tr>
<td>A The Aligned Pipeline Machine: How Sales and Marketing Can Work Together to Drive Quality Pipe</td>
<td>A When Machines Become Customers: Prepare for Earth’s Ultimate Emerging Market</td>
<td></td>
</tr>
</tbody>
</table>

---

Visit gartner.com/us/sales or call 1 866 574 7507 for updates and to register!
Registration and pricing

Gartner conferences deliver what you need

Attendees can access all breakout sessions across four agenda tracks, filled with the latest expert research. In addition, your conference registration fee includes the following special features:

• One private, 30-minute Gartner one-on-one meeting*
• Two roundtables*
• Two Ask the Expert sessions*
• Solution Provider sessions
• Access to on-demand sessions and documentation for up to 90 days postconference

*Online preregistration is required for one-on-ones, workshops and roundtables. Reserve your place early, as space is limited.

Pricing

Standard price: $1,575
Public-sector price: $1,075

Eligibility for the public-sector price will be verified; proof of public-sector status will be required. Price cannot be applied retroactively. “Public sector” definition: National government, state or local government, public administration.

3 ways to register

Web: gartner.com/us-sales
Email: GlobalConferences@gartner.com
Phone: 1 866 574 7507

Gartner conference tickets

We accept one Gartner CSO conference ticket for payment. If you are a client with questions about tickets, please contact your sales representative or call +1 866 574 7507.

Join the conversation

#GartnerSales