Drive growth

Win with Gartner for Sales Leaders.
Sales objectives are complex and cross-cutting

Gartner for Sales Leaders is the definitive, comprehensive research and advisory resource for sales decision makers.
Gartner’s service for sales leaders

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<th>Transform your sales organization</th>
<th>Utilize sales operations for a competitive advantage</th>
<th>Build a sales enablement function of the future</th>
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<td>Benchmarks and expert advice to keep up with the pace of change:</td>
<td>Unlock strategic sales and go-to-market insights:</td>
<td>Transform the enablement function from a reactive hub for seller support to a proactive team that drives transformative productivity gains:</td>
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<td>• Evaluate your sales organization’s functional maturity to reveal gaps between where you are and where you want to go with Gartner Sales Score.</td>
<td>• 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.</td>
<td>• 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.</td>
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<td>• Achieve higher growth while managing the cost of sales by taking a balanced approach to channel selection, sales coverage and deployment.</td>
<td>• Align the sales process with buyers’ journeys and maximize adoption of sales systems to improve sales outcomes.</td>
<td>• Arm sales enablement functions with the knowledge, frameworks and tools necessary to develop frontline talent skills and improve training, coaching and onboarding effectiveness.</td>
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<td>• 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.</td>
<td>• Design and deliver standardized metrics and dashboards that drive sales and enterprise audiences toward strategically insightful, actionable decisions.</td>
<td>• Provide the tactics and strategies needed to hire high-quality frontline talent and lower attrition in the current selling environment.</td>
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<td>• Improve sales leaders’ ability to drive effective strategic planning, sales transformation and communications to increase seller engagement and performance.</td>
<td>• 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.</td>
<td>• Develop expertise on cross-functional areas such as cost optimization, digital business transformation and change management.</td>
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Some of the key questions we help sales leaders address

1. How can we increase the effectiveness of our account managers?
2. How do high-performing sellers pursue and close opportunities?
3. How can we make the sales operations team a better strategic partner to the business?
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?
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.

A VP of human resources created a centralized recruiting function backed by data and insight.
“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

Learn more at gartner.com/en/sales