Gartner
Seller Skill Assessment
Gartner for Sales Leaders
Stay ahead of the competition by using our Seller Skill Assessment to accelerate frontline seller performance with data driven action planning.

The Seller Skill Assessment consists of three discrete survey modules that work in concert to evaluate seller skill across a range of dimensions proven to drive commercial performance. They include:

- Sales Execution Module
- Account Management & Planning Module
- Virtual Selling Experience Module

The Seller Skill Assessment comprises three seller-facing survey modules. Each module is:

- Effective deployed independently, but most powerful when deployed together
- Appropriate for quota-carrying frontline sellers
- Designed to take 20-30 minutes to complete
Diagnostic Overview
Three Available Modules

**Seller Skill Assessment**

- **Sales Execution Module**
  - Assess sellers against differentiated behaviors proven to drive commercial performance.
  - Approximately 30 minutes to complete
  - All quota carrying sellers

- **Account Management & Planning**
  - Understand AMs’ approach to retaining and growing accounts as well account planning and review process utilization, effectiveness and value.
  - Approximately 20 minutes to complete
  - Account, Key Account and Global Account managers

- **Virtual Selling Experience**
  - Understand sellers’ perceptions of virtual selling effectiveness, productivity, barriers to productivity and the level of organizational support they receive.
  - Approximately 20 minutes to complete
  - All virtual/remote sellers
Sales Execution Module Overview

**Insight Selling Aptitude**
Benchmark sellers’ ability to take control of the buying process and use insight to teach customers how your solution is uniquely valuable. The skills assessed include:
- Offering unique perspective
- Customizing messaging for stakeholder resonance
- Taking control of the buying process to build and maintain deal momentum

**Sense Making**
Understand sellers’ ability to deliberately convey information in a way that increases customer confidence in a purchase decision. These skills include:
- Curating information critical to buying job completion
- Clarifying competing claims made by different information sources
- Collaborating with customers to verify the accuracy and relevance of information

**Building Customer Consensus**
Assess your sellers’ ability to secure purchase commitment in buying groups with diverse perspectives and priorities. The skills assessed include:
- Seeking out and leverages stakeholders best able to build consensus around a purchase
- Prompting stakeholders to explore different viewpoints
- Driving customer convergence while bounding conversations to the supplier’s differentiated capabilities
Account Management & Planning Module Overview

Account Manager Approach to Growth
Evaluate your account managers’ approach to retaining and growing accounts through the use of customer improvement-oriented behaviors.

Account Planning and Review Utilization
Assess your account managers’ utilization of account planning and review processes and tools. Understand the perceived effectiveness and value of these resources in supporting account growth.
Virtual Selling Experience Module Overview

Seller Productivity & Effectiveness
Understand your sellers’ perceived level of productivity and effectiveness selling virtually, as well as the internal and external barriers that impact their ability to effectively sell to customers remotely.

Virtual Selling Support
Assesses sellers’ connection to the organization, internal communication frequency and quality, performance recognition, and skill development support. Also understand the perceived value and effectiveness of virtual sales enablement tools and support resources.
A Roadmap for Reviewing Your Results
Navigating Your Results

The Seller Skill Assessment’s Analyze Tab has five main tools for exploring your survey results:

1. Results Summary
   View question by question responses with different data visualizations.

2. Demographic Segmentation
   Segment your survey responses by demographic groups to quickly identify areas for improvement.

3. Trends Analysis
   Measure how your organization’s performance is trending over time.

4. Filters and Comparisons
   Compare your organization against our global benchmark and filter your results by segment (such as a location, manager, or business unit).

5. Settings
   Control how you view and export your data.
Benefits of Participation and Next Steps
Benefits and Getting Started

Preparing to Launch

Benefits of Participation

• **Vetted Set of Questions:** Informed by more than a decade of research on sales performance and featuring insights from our most impactful and popular research.

• **Customized Reporting:** Receive a customized report with benchmarking to compare your sellers against data-backed metrics. Explore your results on the Gartner Pulse Platform to compare custom segments of your data.

• **Action Planning:** Leverage Gartner’s research and advisory services to help develop an action plan based on your results.

Needed to Get Started

• **Module Selection:** Decide which module(s) your organization would like to take.

• **Frontline Seller Contact Information:** We will send a unique link to each participant. Links should not be shared. There is no limitation on the sample size, however results will only be provided if the sample size threshold of three responses is met.

• **Frontline Seller Performance Tagging:** Tag each seller as a high or core performer to help ensure actionable results.

• **Desired Segmentation:** Provide any segments that you would like your results cut by (i.e., by geography or business unit) so that participants can be tagged accordingly.
**Next Steps**

**Planning, Launching and Reporting**

**STEP 1**
Plan Your Deployment

- Determine the target launch date.
- Complete the intake survey to provide diagnostic deployment preferences.
- Provide segmentation requests if applicable.
- Complete intake form to provide seller information.

**STEP 2**
Distribute Survey

- Communicate the survey to those participating.
- Keep the survey open between two to three weeks after launch depending on your satisfaction with participation levels.

**STEP 3**
Analyze Results

- Review customized report with a Gartner expert and further explore data cuts on the Gartner Pulse Platform.
- Use Gartner resources to build and implement an action plan.
- Receive ongoing support from your client partner and executive advisor.

**Initial Setup Stages**

**Ongoing Participation and Support**
Want to learn more?
Email us at salesleader@gartner.com or visit gartner.com/en/become-a-client to learn how to become a client and participate in this assessment.