2025 Executive Summary

Thank you, from the Conference Chair

As the demands of your role continue to evolve, follow guidance to craft winning strategies to lead a unified commercial function, leverage technological advancements, and enhance productivity that define a truly world-class organization.

We look forward to seeing you at Gartner CSO & Sales Leader Conference 2026.

Sincerely,
Robert Lesser
Conference Chair and Sr Director Analyst, Gartner

Top takeaways

1 Redefine sales strategies to drive revenue

Lead AI-driven sales by setting your own transformation pace, while avoiding vendor hype. Use the Revenue x Transformation Matrix to create a sales AI strategy and adjust your operations for success. Build a proactive sales team that excels with AI initiatives. Focus on actionable insights to refine sales tasks, identify AI opportunities, and evolve roles. Prioritize FutureFit talent by valuing potential over experience, updating job descriptions, and upskilling your team.

> "The Great Sales Awakening isn't about your company...it's about you: the leaders. What kind of leader will you choose to be?"
>
> Dan Gottlieb,
> VP Analyst,
> Gartner

2 Transform sales process execution to accelerate growth

Start by reviewing current stalled metrics, document current stalled deal signals, and identify if customer verifiers are being used and are still valid. Then, validate data accuracy and identify immediate discrepancies, update and align the buying process with the sales process, and locate the most problematic stalled deal selling scenarios. Finally, evaluate technology and AI to enhance data inputs, analysis and seller actions, integrate stalled deal signals into seller workflow, and establish a continuous feedback loop to validate stalled deal thresholds.

> "Turn roadblocks into revenue. Spot signals, accurately diagnose and locate problems, and unleash proactive strategies and defensive tactics to regain deal momentum."
>
> Danielle McKinley,
> Sr Director, Advisory,
> Gartner

3 Ignite sales productivity and performance

Increase seller productivity by understanding how to map seller time spend and identify which seller activities to delegate and simplify via AI automation or augmentation. Explore AI use cases for seller activities. Support sellers in developing skills to support their ability to use AI technologies.

> "It's not about Gen AI everywhere. It's about GenAI *where it matters most.*"
>
> Alice Walmesley,
> Director, Advisory,
> Gartner

4 Innovate with future-forward operations and enablement

Document sales processes with a focus on role-based workflows to provide detailed information for AI agents. Establish clear guardrails and create a governance framework to monitor AI agents, while considering cybersecurity risks. Develop a talent pool of sales technologists to equip the operations team with the necessary skills to manage AI agents. Pilot a maximum of three internal agentic AI use cases in individual processes. Understand the difference between AI assistants and AI agents, and be cautious of "agent-washing", where assistants are incorrectly labeled as agents.

> "Success requires more than just technology; it requires AI-ready teams."
>
> Adnan Zijadic,
> Sr Director Analyst,
> Gartner

Save the date!

Join us May 19 - 20, 2026 in Las Vegas, NV for **Gartner CSO & Sales Leader Conference**.

Gartner®