



# **NCSC Gartner Training Series: Gartner and AI**

# Agenda

How does Gartner position AI as a company

What do Sales Leaders care about when it comes to AI

What is AskGartner

How to showcase AskGartner within the NCSC competition product

# Gartner is the world authority on AI

**When it comes to AI, Gartner is an indispensable resource for C-Level executives.** In 2025, we conducted more than 200,000 client conversations on AI and published more than 6,000 written insights. Clients across the C-suite are using our proprietary AskGartner AI tool to determine how to leverage AI in their business.

## The power of Gartner AI

### Proprietary solutions for every AI challenge

Only Gartner is powered by 2,500+ experts, 500,000+ private client interactions, 14,000+ client enterprises, 27,000+ vendor briefings and 715,000+ vetted peer reviews.

### Support from strategy to execution

Gartner insights, frameworks and tools help you with everything from crafting AI strategy and selecting vendors to implementing solutions and change.

### Comprehensive market coverage

Gartner has conducted more than 200,000 client conversations on AI, published more than 6,000 written insights, and has continued to add to a library of more than 1,000 use cases and case studies.

# Gartner is the world authority on AI

200,000+  
client conversations

6,000+  
written insights

1,000+  
AI use cases  
and real-world  
case studies

See how on [gartner.com/ai](https://gartner.com/ai).

Source: Gartner  
© 2025 Gartner, Inc. and/or its affiliates. All rights reserved.

**Gartner**<sup>®</sup>

# **What do Sales Leaders care about?**

RESTRICTED

5 © 2025 Gartner, Inc. and/or its affiliates. All rights reserved.

**Gartner**<sup>®</sup>

# How does AI play a role for Sales Leaders?

## What is AI in sales?

- Artificial intelligence in sales refers to the use of AI in sales tools and processes to help sellers work more efficiently, simplify the buyer journey and enhance the overall customer experience. **Implementing AI in sales can help boost conversion rates, improve decision making and resource planning, and improve alignment among an organization's commercial functions.**

## What is the role of AI and machine learning in sales?

- Nongenerative or “traditional” AI/machine learning (ML) uses historical sales data to improve predictive and actionable insights. Unlike generative AI (GenAI) approaches, AI/ML technologies lean toward pattern recognition and predictive analytics across the sales function, analyzing structured and unstructured data from multiple sources. **Organizations that implement AI/ML capabilities have reported improvements in core business metrics**, including revenue growth, operational efficiency and risk mitigation.

**Drive stronger performance  
on your mission-critical  
priorities.**

## What are the future trends in AI in sales?

- The adoption of generative AI (GenAI) in sales is a trend that has enormous potential to transform the sales organization. Augmented RevOps is one upcoming use case, in which **GenAI can help the teams that manage data, design automations and administer technology**. Another exciting use case is AI-generated training centers for sales learning and development.

## What are some examples of AI applications in sales?

- When applied to B2B sales cycles, AI has multiple applications — for example, **it can automate initial contact with potential clients, conduct follow-ups and maintain engagement with leads**. Advanced AI sales technologies, such as natural language processing (NLP) and generative AI (GenAI), can not only provide a deeper understanding of customer inquiries, but can also manage countless conversations simultaneously, with the ability to personalize targeted outreach.

## What are the benefits of using AI tools in sales?

- One of the main benefits of AI is **its ability to analyze data and content and improve sales performance and outcomes in an automated way**. With the help of AI, sales teams can:
  - Save time and improve pipeline visibility and win rates
  - Engage more effectively with prospects and customers
  - Scale by automating labor-intensive tasks

# Generative AI in Sales Tech Overview

Key market segments	Key dynamics		Lead buyer
Sales tech add-on	Embed GenAI features into existing apps	Design new applications with GenAI	Sales
GenAI sales tech startups	Emerging ecosystem of AI-first capabilities	Focused on delivering value via agentic AI	Sales
Digital workplace GenAI add-on	Embed AI into existing work apps	Not specific to sales	IT
GenAI model providers	Accessed by individual users for ad hoc use	IT develops custom sales AI apps	IT

# What is AskGartner?

# What is AskGartner?

[AskGartner](#) is the only AI-powered tool that gives you access to the proprietary Gartner insights trusted by C-Level executives and their teams. Get faster answers, tailored outputs and the confidence you need to take action in minutes.

## Trusted insights, instantly



### Instant answers

Reduce time searching and get rapid, contextualized answers to your most urgent questions.



### Trusted insights

Feel confident your results are sourced from our industry-leading depth and breadth of insights, unbiased perspectives and proprietary data.



### Accelerated learning

Shorten your path to proficiency on new subjects or unfamiliar domains with summarized Gartner insights.



### Tailored experience

Move from insights to action with easy access to concise summaries and relevant visuals. Or, dig deeper into linked source materials with just a single click.

# AskGartner is an exciting part of our Tools & Benchmarking product deliverable. With a client login, this AI powered tool provides faster, easier access to trusted Gartner insights

**\*While different from the actual client experience, for NCSC AskGartner should be discussed as an enhanced benefit to Tier 2 – the Tools & Benchmarking product deliverable.**



## Learn from Business & Technology Insights (BTI)

Actionable, objective insights move your business forward with a clear picture of growth opportunities.

Unmetered access to Gartner insights covering **customer, competitor, market and technology** via MyGartner web portal.

Leverage a combination of research notes, podcasts, webinars, and quarterly newsletters to ensure the **right decisions are made at the right time.**



## Enhance Through Data Driven Tools and Benchmarking

Leverage **data driven tools** to assess your organizations' progress against key benchmarks and internal KPIs.

Gain a clear picture of your current state and **develop and validate your strategic plans** through assessing your salesforce's productivity, maturity, effectiveness, time management, and more.



## Gain Actionable Next Steps Through Expert Guidance

Our global team of **2,500+ BTI experts** helps you to advance your **mission-critical priorities** through industry-leading insights and guidance.

Ask questions through analyst inquiry, review important documents such as board presentations and proposals, or to **diagnose your business challenges.**

Speak with Gartner experts to **receive personalized advice** tailored to your specific goals and initiatives.

\*This representation of AskGartner has been simplified for NCSC purposes. It does not reflect the actual client experience.



# How to position AskGartner in the NCSC roleplay:

## An Intuitive Interface

The AskGartner interface lets you ask business-critical questions in natural language and receive actionable insights. Plus, you'll get recommended questions based on your recent activity for even faster discovery.

## Conversational Context

AskGartner retains the context of your queries, allowing you to build on previous questions for deeper, iterative exploration of strategic priorities and emerging challenges.

## An Executive-Focused Experience

AskGartner helps leaders anticipate what's next and address complex, mission-critical priorities with confidence by radically reducing the time spent searching for actionable insights rooted in proven Gartner methodologies.

AskGartner allows for streamlined inquiries in our client-unique search engine via their MyGartner portal.