

# How to demo analyst inquiry

Created for the National Collegiate Sales  
Competition

# Value of analyst inquiry

- Analyst inquiry allows clients access to experts in their market who will partner with them on short term & long terms goals
- Analyst inquiry is 30-minute one to one conversations with Gartner experts, unlimited for clients with this service
- Analyst inquiry provides specific, actionable & personalized advice for sales leaders based on research to help them overcome their biggest challenges

# Sales Leaders analyst coverage

- Sales Leaders' Analysts can provide you with comprehensive insights into various aspects of sales & business strategy including:
  - Go to Market Design
  - Customer Growth & Retention
  - Sales Talent
  - Sales Enablement & Operations
  - Sales Technology
- Cross-functional insights on the Future of Work, Employee Experience, Recruiting, Digital Commerce, and Customer Experience are added benefits from direct access to business and technology experts

# Example sales analyst



Robert Blaisdell is a Vice President, Analyst and Chief of Business and Technology Insights in the Gartner Sales Practice. He covers all aspects of sales but with a primary focus on current customer retention and growth via account planning best practices and strategic key account management.

## Issues I Help Clients Address

- Improve strategic account planning & management process to better enable growth & retention
- Deliver positive joint-business planning approaches impactful to both sales & customers
- Utilize tools, templates, processes and technology to drive profitable growth in accounts
- Position and enable sales managers to be more effective coaches and leaders