

Gartner for Sales Leaders: Buyer Profiles

Created for the National Collegiate Sales
Competition

RESTRICTED

1 © 2025 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner®

Chief Sales Officer (CSO)

The Chief of Sales Officer is ultimately responsible for driving the company's sales growth, leading the sales team, and ensuring the organization achieves its revenue targets. They play a critical role in shaping the company's direction and ensuring its long-term success in the market.

Roles Important to My Success: Head of Sales Enablement, Head of Sales Operations, Head of Sales Strategy

Top 3 Priorities & Key Challenges

1 Sales Strategy Development:	Expand Sales Priorities and Growth: Creating and implementing sales strategies that align with the company's overall business goals – identifying new markets, customer segments and opportunities for growth. .
2 Revenue Generation and Growth	Growing revenue and market strategies: Setting sales targets and ensuring team meets or exceeds revenue goals. Analyzing sales performance and adjusting strategies as needed.
3 Grow internal team to support growth	Identify and Hire Top Talent: The CSO is responsible for driving strong sales talent within the organization. Focusing on leading, mentoring, and developing the sales team as well as recruiting, training and retaining top sales talent.



Primary Responsibilities

- Developing strong sales strategy
- Revenue Growth
- Hiring and talent management



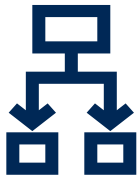
Success Criteria/Key Metrics

- Revenue growth rates
- Client-base growth and retention
- Market share increase
- Profitability

Similar Titles: President, Founder, Managing Director, Chairman

Gartner for Sales Leader Profiles

Head of Sales Operations



Responsible for optimizing the sales process, leveraging data and technology, and enabling sales team to achieve their targets.

- Design, implement and improve sales processes and workflows to ensure consistency and efficiency
- Develop and manage sales dashboards and reports used to analyze sales data and track KPIs
- Facilitate communication between sales and other teams like marketing, finance, product, etc to align on sales objectives.

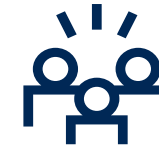
Head of Sales Strategy



Responsible for setting the vision and roadmap for sales success, ensuring that the sales organization is focused and equipped to achieve growth targets.

- Identify new market opportunities and target customer segments to help set long-term and short-term sales objectives
- Analyze market trends, customer needs and competitor activities to make strategic decisions
- Create and optimize sales processes and methodologies to improve efficiency

Head of Sales Enablement



Responsible for equipping the sales team with everything they need to succeed – from training and content to tools and coaching – ensuring the sales team is prepared to achieve targets.

- Design, implement, and manage comprehensive onboarding programs for new sales hires. Develop ongoing training initiatives to upskill sales team
- Standardize and document best practices and workflows for sales team – identifying any gaps in the sales process and implement solutions to improve.
- Evaluate and manage sales enablement platforms and tools like a CRM or training platforms.