

## CSO Effectiveness

## Go-to-Market Design

## Sales Process Execution

### Executive Skills & Influence

Lead sales function and influence executives to achieve revenue goals.

### Cross-Functional Alignment

Orchestrate revenue and retention functions align around customer data and revenue goals.

### Channel Strategy

Align direct, indirect and digital commerce channels to customer segmentation and market demand.

### Org & Role Design

Design structures and roles to meet current and future sales and customer needs.

### Coverage Model & Territory Design

Optimize sales and territory coverage via customer segments to execute sales strategy.

### Buyer Insight & Experience

Understand buyers' needs and how to help buyers make a high-quality purchase.

### Pipeline Management

Generate quality pipeline to acquire new business via lead generation and targeted outreach.

### Sales Budgeting & Forecasting

Improve strategic planning by improving predictability in forecasts, budgets, and resource allocation.

### Sales Strategy

Develop and execute a strategy to drive revenue retention and growth.

### Sales Tech Design & Adoption

Design sales tech stack including CRM to support revenue growth and seller effectiveness.

### Evaluate & Select Sales Tech

Evaluate and buy technology that aligns to GTM design and commercial priorities.

### Sales Analytics & Decision Making

Leverage AI to equip the organization with data and insights to support better decision making.

### Sales Enablement Strategy

Define the mandate and allocate resources to execute sales enablement strategies.

### Sales Operations Strategy

Define the mandate and allocate resources to execute sales operations strategies.

### Sales Leadership Development

Develop the competencies to lead teams to success with coaching and reinforcement.

### Performance Management

Implement programs to improve seller productivity, motivation, and optimize talent.

### Compensation & Recognition

Develop, design and administer sales incentive plans to motivate sales talent.

### Account Retention & Growth

Implement strategies to retain and grow customers.

### Hiring & Onboarding

Accelerate seller ramp to full productivity with effective hiring and onboarding practices.

### Training & Development

Upskill teams and individuals through continuous development to build bench strength.

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## Sales & Revenue Technology

## Sales Operations & Enablement

## Sales Talent Management