

Understanding the “Sales Leader” client

Created for the National Collegiate Sales
Competition

What is a Sales Leader?

- A “Sales Leader” client is responsible for driving the success of the sales team and ensuring the business meets or exceeds its revenue goals.
- Examples of a Sales Leader:
 - Chief Sales Officer
 - Head of Sales Strategy
 - Head of Sales Enablement
 - Head of Sales Operations

What is Gartner for Sales Leaders?

Gartner for Sales Leaders provides sales leaders and their teams with indispensable insights, guidance and tools to make product and go-to-market decisions and execute to achieve critical growth priorities.

Serving key roles focused on driving growth including CSOs, Head of Sales Operations and Head of Sales Strategy and their teams.

Achieve most critical priorities successfully:

- **Enhancing sales team delivery:** Building motivating and leading a high-performing sales organization through periods of uncertainty
- **Drive Revenue Growth:** Helping deliver a commercial strategy that results in predictable revenue growth
- **Place The Right Growth Bets:** (Re)scoping the sales function to help shift from sales enablement to revenue enablement

Actionable, objective insights: Move the business forward with a clear picture of growth opportunities. Leverage rich insights to drive product differentiation and get support needed to build and execute go-to-market plans.

- Our depth and breadth into markets, buyer, industry and emerging technologies is unparalleled.
- We serve growth leaders who use our role based insights such as KPIs, benchmarks, best practices and decisioning tools to accelerate, pivot and innovate.

Strategic guidance: One-to-one guidance from over 2,000 analysts that can help you make better decisions and execute more effectively.

We enable Sales leaders to drive growth



Know your buyer

- Who are the key buyers in my target marketplace, what are their needs and how do they buy?
- What are CSOs and sales leaders evaluating and buying?



Know your market

- What parts of the market are growing? How large is the opportunity?
- What is the competitive landscape; , who are the players to watch and how will it shift?



Know what and how emerging technologies and trends can impact your business

- What new emerging tech and trends are out there?
- What emerging tech do I need to plan for?

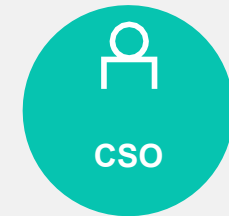


Benchmark and compare your performance

- How can I develop a product strategy that scales?
- Which KPIs should we track to monitor the health of our business and make progress against our objectives?



You and Your Team



Grow Faster

- Place Your Growth Bets
- Deliver Differentiated Products
- Drive Stronger Go To Market Execution on Customer Acquisition and Retention

Role Bullseye

Gartner for Sales Leaders

Bullseye!

Gartner for Sales Leaders is designed to deliver value from the top, starting with the CSO.

Focus on these roles for the Team Member seats collaborating with the CSO.

