

About Gartner's Business & Technology Insights

Created for the National Collegiate Sales
Competition

Why business and technology insights matter

- There are many ways to inform decisions for sales leaders. One way is with business and technology insights. Gartner's proven research framework, supported by rigorous methodologies, differentiates our insights from other ways of getting information.
- The goal of our research is to create independent, objective insight that is reliable and actionable for quicker decisions and stronger performance.

How Gartner sustains its unique position



An independent, unbiased approach

- Gartner offers actionable advice from a qualified, unbiased source. As an independent business and technology insights organization, we're not obligated to any external agenda, and we put solid stakes in the ground about what technology and trends are impacting the future.



Peer review and collaboration

- The insight authored by any single Gartner analyst is subject to a peer review process before it is published. Each document is reviewed by multiple sets of objective eyes to fully test and challenge the conclusions, as well as the relevance and business value of the research.

How Gartner sustains its unique position



Rigorous, proven methodologies

- Research methodologies, based on repeatable, proven processes, prescribe logical steps that must be taken every time a methodology is executed. Our methodologies, which are continually updated and improved, play a quality assurance role that is never compromised.

Finely tuned, role-based insight



- We organize our insight around key sales leadership roles, helping clients individually and collectively deliver the business outcomes they expect such as:
 - Gaining critical market foresight
 - Developing and validating strategic plans
 - Improving sales team's productivity
 - Investing in the right technology

How Gartner helps sales leaders achieve their goals

- Gartner experts have worked with vast numbers of sales leaders. They know what it takes to lead a successful sales business and can help CSOs and leaders make their most critical business decisions faster and smarter while minimizing risk to their businesses.



Summary

- Business & technology insights are essential to any business because they:
 - Inform decisions
 - Reduce risk
 - Help us understand how others are responding to change
- For research to add real value and confidence to decision making, it must derive from an unbiased source with no interest in any predetermined outcome. The Gartner research process is driven by an agenda that considers input from a variety of market and client sources. It is designed to accommodate change while considering topics that may not always be intuitively obvious or mainstream.