

# CSO Mission-Critical Priorities (MCPs)

MCPs

## The Reimagined Sales Productivity Model in the AI Era

**87%** of sales leaders report that CEOs and boards are pushing for AI adoption with expectations that it will boost productivity

Journey Steps

- Pinpoint Productivity and Performance Levers
- Isolate Key Metrics and Related Workflows
- Align AI Strategy to Productivity Gaps
- Execute AI-Driven Workflow Transformations
- Build A Tech-Enabled Operating Rhythm

## The New Language of Value

**74%** of B2B sales leaders report that closing deals has become more difficult, evidenced by increasing long sales cycles

- Assess Approach to Customer Journeys
- Create a Value Realization Framework
- Leverage Technology to Create an Enterprise Systematic Way to Capture Customer Value
- Identify Components of Your Value Propositions Sellers Can Tailor to Customer Needs
- Work with Commercial Peers to Establish a Shared Understanding of Commercial Value

## Drive Sales Transformation While Managing Risk

Only **11%** of sales organizations achieve transformation without disrupting seller productivity

- Identify and Align on Transformation Triggers, Cost of Inaction and Desired Outcomes
- Drive Consensus on Transformational Goals, Risk Appetite, Timeline and Success Metrics
- Develop an Execution Plan Including Change Mgmt. Strategy and Resource Requirements
- Implement Transformation with Agility
- Monitor Progress Addressing Modification Needs