Driving growth with existing accounts

Company Name: 3Pillar Global
Industry: Software
Revenue: Approx. $50M
Employees: < 1,000

Mission-critical priority

A new-to-role Chief Revenue Officer (CRO) wanted to restructure her sales team to drive strategic growth while maintaining retention with existing clients.

How Gartner helped

The client used:

- **Best practices** provided by Gartner **to drive account growth** through customer improvement to a cross-functional team of executives

Outcome

With support from Gartner for Sales, the client:

- **Enhanced sales coverage and territory design** in account management
- **Refined team roles** for improved support to current and prospective clients
- **Achieved** strategic growth with retention, leading to a **20% annual revenue increase**

"Our sales growth is up 20% this year, largely due to the support we've gotten from Gartner."

- Heather Combs, Chief Revenue Officer, 3Pillar Global

Gartner