

Improving the Sales Team's Performance

Industry: Accounting
Revenue: \$450M
Employees: ~1,600



Mission-critical priority

A new-to-role head of sales enablement aimed to increase the percentage of sellers meeting targets from 46.8% to 60% within 15 months.



How Gartner helped

The client used:

- The **Gartner Challenger™ Competency framework** to effectively prioritize their sales strategy by accessing best practice benchmarks, expert advice, and tailored research to **identify key coaching priorities** and **optimize sales territory alignment**



Outcome

With support from Gartner for Sales, the client:

- Gained confidence in **targeting key skills** for performance improvement
- **Strengthened** the proficiency of the **sales coaching team**
- **Optimized territory design** leading to a more productive and successful sales team