

Make Smarter Sales Technologies Investments

Industry: Food Services
Revenue: > \$55 Billion
Employees: 65,000



Mission-critical priority

While finalizing his budget, the Vice President of Sales and Marketing received a critical CRM contract proposal that was hundreds of thousands of dollars over budget.



How Gartner helped

The client used **Gartner Advisory Services** to:

- **Align the contract to actual business needs**, find efficiencies, eliminate unnecessary spending on support and maintenance, and reduce the risk involved
- **Invest in new sales technologies** to help drive growth



Outcome

With support from Gartner for Sales, the client:

- **Navigated a challenging contract negotiation** process, meeting both contract and budget deadlines **within a condensed time frame**
- **Implemented a smart negotiating strategy** resulting in significant **long-term savings**