

Evolve Seller Engagement Strategy to Improve Seller Motivation

Diagnose & Evaluate →

Expert Guidance

Service Planning Kickoff Call

Meet your service team. Identify initial Gartner support — advisory conversations, diagnostics, etc.

Expert Guidance

Diagnose Current Approach

Meet with a Gartner expert to understand the forces on seller motivation: drive and drag and their impact on performance and attrition.

Benchmarks & Tools

Seller Time Spend Assessment

Conduct assessment to evaluate how and where sellers are spending time across the sales process.

Benchmarks & Tools

Sales Turnover Cost Calculator

Quantify the cost of seller turnover based on organizational inputs, direct turnover costs and indirect productivity impacts.

Develop the Plan →

Actionable Insight

Identify Labor Trends

Understand labor market dynamics with [Benchmarking the 2022 U.S. Labor Market for High-Performing B2B Sales Representative Talent](#).

Actionable Insight

Motivate High Performers

Understand what motivates sellers and how to improve performance and retention with [Motivate Tomorrow's High Performers by Focusing Seller Energy on Growth](#).

Expert Guidance

Address Causes of Drag

Develop a career lattice to provide sellers with tangible growth opportunities grounded in three proven principles: meaningful work, guardrails and exportability.

Expert Guidance

Progress Check

Review your business case and strategic requirements with a Gartner expert to ensure no elements have been left out.

Execute the Strategy →

Actionable Insight

Case Study

Take an investigative approach to diagnose sources of drag with Lever's [Sellers as Co-Investigators](#) example.

Actionable Insight

Ignition Guide: Designing Sales Career Paths

Build cross-functional career development opportunities using the Gartner [Ignition Guide to Designing Sales Career Paths](#).

Benchmarks & Tools

Budget & Efficiency Benchmark

Review the tool: [Sales Budget & Efficiency Benchmark](#) to benchmark spend on seller salaries.

Expert Guidance

Progress Check

Review your technical requirements and RFP draft with a Gartner expert before signing or dismantling existing sales technology contracts.

Ongoing Support →

Connect With Peers

Gartner Event

Attend the Gartner premiere event for sales leaders, Gartner CSO and Sales Leader Conference.

Research & Tools

Address Compensation

Discuss opportunities to improve compensation plan where necessary with [How to Evaluate Sales Quotas to Improve Fairness and Reduce Bias](#) and [Chief Sales Officer's Guide to Approving Sales Compensation Plans](#).

Actionable Insight

Understand the State of DEI

Understand the state of diversity, equity and inclusion (DEI) in sales, and address core gaps with [The State of Diversity, Equity and Inclusion in Sales](#). Discuss DEI gaps to address within your organization.

Sales Engagement Experts to Support Your Journey



Alice Walmesley
Director, Advisory



Nate McCullough
Director, Advisory



Billy Luckey
Director, Advisory