

Gartner®

# Go further, faster

Deliver real, sustainable results to your business with trusted advisory services and a CSO Executive Partner.

# Gartner for Chief Sales Officers is the premier CSO-to-CSO advisory service

Sales is changing rapidly, and revenue leaders face a variety of new challenges.

From maximizing growth during disruption, to improving sales motion and productivity, CSOs are rewriting the book on sales strategy and execution.

This can feel daunting, but you don't need to do this alone.

The Executive Partners with Gartner for Chief Sales Officers are a group of highly experienced, former chief sales officers dedicated to enabling revenue leaders like you with cutting-edge research, critical sales leadership insights, peripheral vision and practical tools. As your Executive Partner, their job is to work with you from strategy through execution and beyond to be sure your results are real and sustainable. And they don't work in 16-week sprints. You have access on retainer along with a team of 2,000+ experts with always-on access. They also leverage content from Gartner's HR, Marketing, Supply Chain, Finance and IT practices as the world continues to challenge every executive team.



# How Gartner delivers value

## **Elevate your influence with the C-suite**

- Solidify your relationship with your CEO and build effective relationships with key board members.
  - Build out a board presentation to support organic and inorganic growth plans.
  - Develop a one-on-one partnership with someone who has been in your shoes and can help you navigate key relationships to secure buy-in and elevate the role of sales as a trusted advisor to the CEO, C-suite and board.
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## **Save time setting your strategy**

- Develop a forward-thinking go-to-market strategy.
  - Assess your functional maturity with diagnostic tools that identify strengths and weaknesses to influence your strategic efforts.
  - Evolve selling motions, tools and techniques to be ready for a digital future of sales.
  - Leverage your Executive Partner (EP) and connect with CSO peers in community forums to address common challenges.
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## **Deliver on strategic initiatives with tailored support**

- Participate in a facilitated session with your EP and your leadership team to develop an executable multiyear strategy.
  - Resource allocation and talent optimization considerations.
  - Build a personal execution plan with your EP to apply Gartner research and experts to support you on major initiatives.
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## **Make better decisions faster with confidence**

# How Gartner supports CSOs



Partners with a chief revenue officer (CRO) to build out a board presentation to support organic and inorganic growth plans.



Facilitates a strategy development session with leadership team to build out an executable two-year sales strategy.



Facilitates detailed risk assessment and associated mitigation plans to support a new sales deployment model.



Supports the redesign of a sales organizational structure based on new buying behaviors to enable the shift to digital sales, a hybrid sales role (mix of inside and some travel), more robust key account program and selective use of field sellers.

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## Are you transitioning into a new CSO role?

Gartner for Sales accelerates time to impact by providing dedicated support, tailored peer insights and practical tools to avoid the traps that cause nearly 50% of transitioning executives to falter.

## Related reading:

[gartner.com/en/sales/trends/new-to-role-sales](https://gartner.com/en/sales/trends/new-to-role-sales)

# Lead your organization to achieve sustainable business growth



Executive Partner



CSO Peer Forums and networking opportunities



Personalized strategy workshops



Benchmarks, diagnostics and data-driven insight



Expert inquiry, including contract and document review



Deep research coverage across 1000s of topics and across all industries

## Access CSO advisory support with Gartner for Chief Sales Officers.

Contact your account executive to learn more.  
[Become a Client](#)

### About Gartner

Gartner delivers actionable, objective insight to executives and their teams. Our expert guidance and tools enable faster, smarter decisions and stronger performance on an organization's most critical priorities.