

Gartner®

# Redefining Revenue Growth

A CSO's Guide for an AI-Led Sales Era



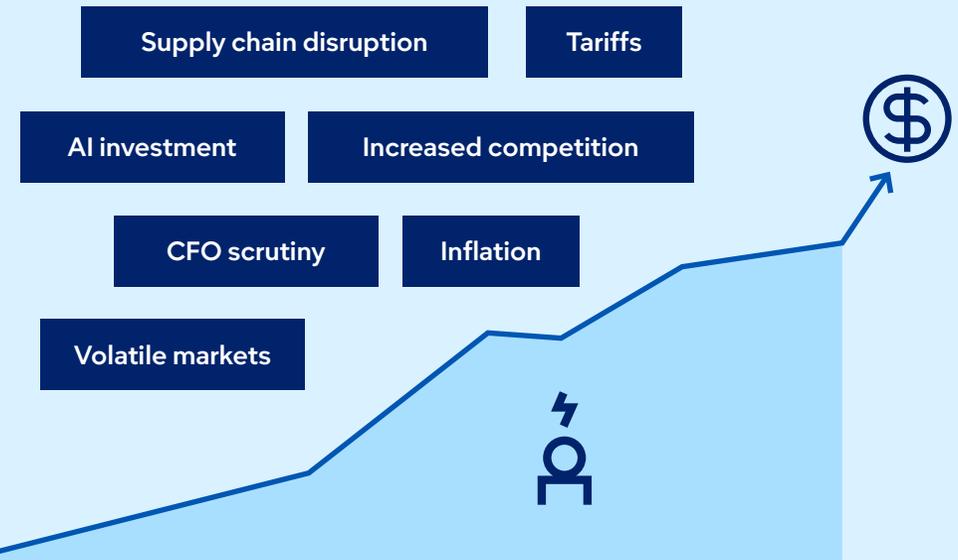
## Introduction

Sales is at an AI-driven inflection point. Traditional levers like headcount and quota are declining in utility as budgets tighten and buyer expectations shift. AI is no longer optional — it's transforming workflows, accelerating decisions and redefining productivity.

**By 2027, 95% of seller tasks will involve AI.**

The leaders who act now will capture growth and set the pace for the future. This guide details how to embed AI as a true teammate, redesign work for stronger results and translate disruption into advantage.

### CSOs face pressure for profitable growth



Source: Gartner

## CSO Challenge

# Pinpointing AI use cases that truly lift pipeline productivity

Where should CSOs deploy AI to maximize outbound prospecting ROI, without engaging in “random acts of AI”?

### Take action

Focus AI on the points where work drags and outcomes matter most.

- **Pinpoint and isolate:** Delineate sales productivity from seller performance. Map high-drag tasks (e.g., account prioritization, research synthesis, value messaging) to buyer outcomes. Establish new productivity baselines and KPIs that capture units of work, not just activity volume.
- **Align AI to gaps:** Identify where to automate vs. augment seller activities (e.g., AI-led account scoring, research aggregation, draft messaging). Prioritize AI investments that transform core processes, not peripheral tasks.
- **Execute with rigor:** Build AI workflows linked to productivity objectives. Run pilots to upskill sellers and validate efficacy. Enable sellers to partner with AI within a single system of action.
- **Operationalize:** Monitor and validate productivity gains. Embed AI in sales operations and convert pilots into durable processes.

### Take action with Gartner support

Use the [Seller Time Spend Assessment](#) to pinpoint the places where sellers spend significant time without generating enough positive returns.

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**87% of sales leaders report a top-down push for AI integration to enhance productivity and pipeline effectiveness.** Yet, one in three CSOs say GenAI investments have failed to deliver expected impact — underscoring the need for strategic alignment.

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CSO Challenge

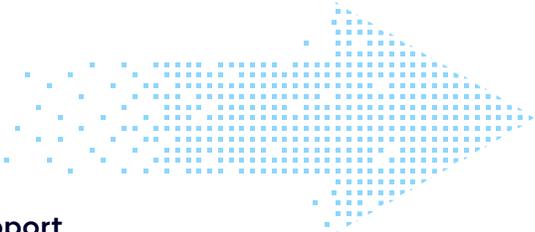
# Systematizing profitable growth from existing customers

How can CSOs scale account growth while controlling cost-to-serve?

**Take action**

Build an account growth ecosystem that institutionalizes expansion and uses AI to reduce execution burden.

- **Nonlinear tiering:** Move beyond one-size-fits-all account tiers. Prioritize accounts using AI-driven account scoring and prioritization to surface where sellers should focus for the highest expansion potential.
- **Cross-sell/upsell blueprints:** Codify repeatable plays by segment, product adjacency and buyer context. Anchor on business outcomes.
- **Adaptive playbooks:** Use AI to adapt sequences and messages based on signal density (usage, intent, relationship strength) and stage-specific needs.
- **Tech-enabled rhythm:** Embed AI in sales operations to help sellers focus human talent where it matters most. Monitor and validate productivity gains and cost-to-serve.



**Take action with Gartner support**  
**Connect with our experts** to co-create growth roadmaps, pilot design and ROI modeling that validate expansion economics before scaling.

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**74% of B2B sales leaders report that closing deals has become significantly more difficult.** Scaling profitable growth from existing customers is no longer optional – it's a strategic imperative.

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CSO Challenge

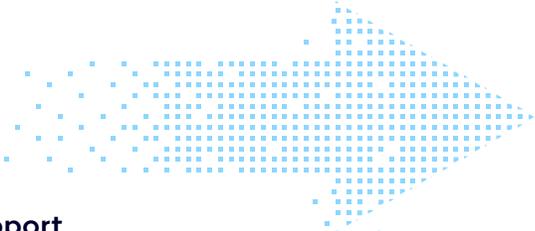
# Enabling seller adoption of AI-native ways of working

What helps sellers successfully partner with AI, without adding complexity?

**Take action**

Operationalize human-AI collaboration so AI becomes a teammate, not a tool.

- **Define collaboration models:** Clarify task division (AI drafts research and messaging; human tailors, qualifies and builds consensus).
- **Single system of action:** Integrate insights and workflows into one place to minimize toggling and “random acts of AI.”
- **Pilot “tech-as-a-teammate”:** Run guided pilots to build AI-partnership skills. Sellers with these skills are 3.7x more likely to hit quota.
- **Skills diversification:** Prepare for a world where 70% of routine tasks are automated. Upskill toward consultative selling, orchestration and data-driven decision making.
- **Measure and reinforce:** Monitor adoption, validate productivity and continuously tune prompts/playbooks.



**Take action with Gartner support**  
**Learn how Cisco adopted technology as a teammate**, and offloaded key tasks throughout the prospecting workflow to AI and machine learning.

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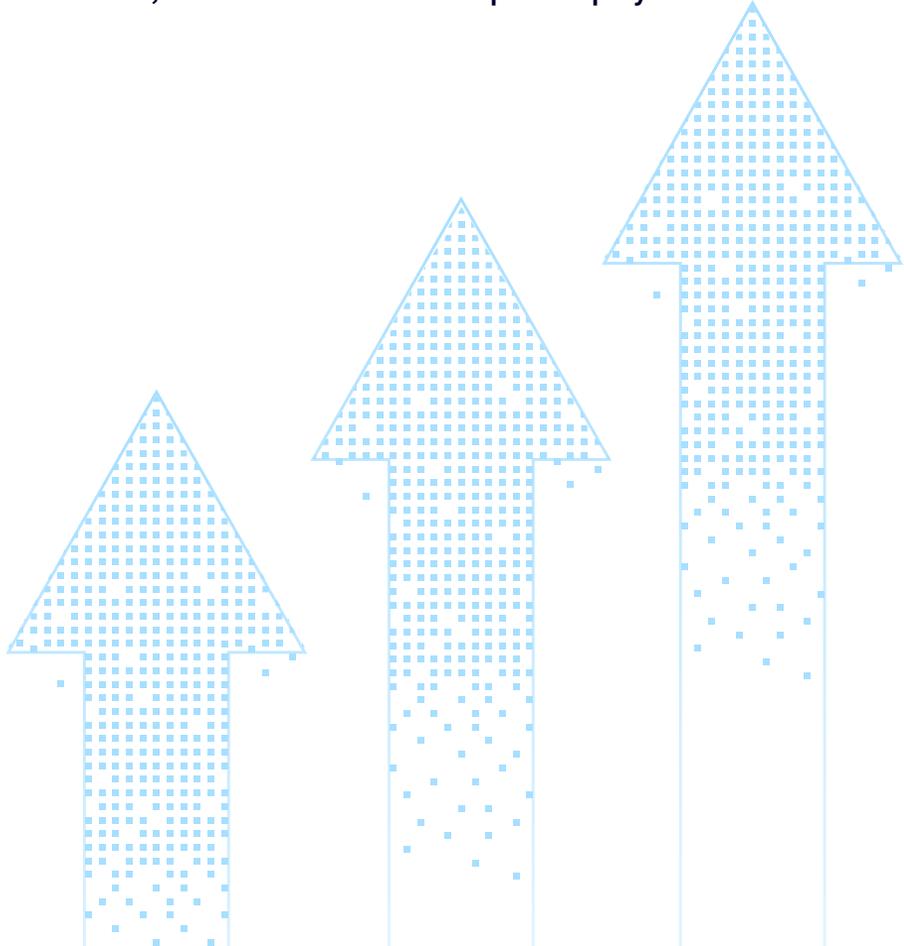
**By 2030, 70% of routine sales tasks will be automated** — requiring sellers to diversify skills and master AI-partnership models.

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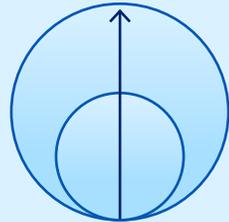
# A fast start makes all the difference

CSOs must move fast to capture AI's revenue upside. Embed AI into prospecting, institutionalize account-growth strategies and make AI partnership effortless for sellers.

Start small, measure hard and scale proven plays.



## Simplifying roles + AI market insight drives profitable growth



# 1.7x

more likely to achieve **profitable** growth from **existing customers**.



Simplify roles and support high-impact activities

+



AI hunter tech-as-a-teammate

= Team growth

n = 136 CSOs and senior sales executives  
Source: Gartner

# Actionable, objective insights

Explore these additional complimentary resources and tools for sales leaders:

## Tool



### CSO Personal Effectiveness Diagnostic

Evaluate your mastery of core activities within the CSO role and prioritize areas for development.

[Learn More](#)

## Webinar



### Transform Your Pipeline Strategy for an AI-Native Future

Learn how to audit workflows, pinpoint opportunities where AI adds unique value, and implement effective AI strategies for maximum impact.

[Watch Webinar](#)

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