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Gartner for Sales

Template: Audit Your Tech Stack Against the Customer Buying Journey

	Problem Identification	Solution Exploration	Requirements Building	Supplier Selection
What tasks do my buyers need to complete at this stage?				
What steps should my sellers take at this stage?				
What soft metrics can I apply to this stage?				
What hard metrics can I apply to this stage?				
What tech and data sources do I offer my sellers to support their steps during this stage?				
What gaps exist within my sales org at this stage that I must solve for?				
Who is responsible for next steps?				

Actionable, objective insight

Explore these additional complimentary resources and tools for sales leaders:

 <p>Quarterly The Chief Sales Officer</p> <p>Get actionable insights for forward-thinking sales leaders.</p> <p>Download Now</p>	 <p>Tools Sales Benchmarks and Diagnostic Tools</p> <p>Achieve your goals with Gartner tools and diagnostics for sales leaders.</p> <p>Learn More</p>	 <p>Podcast The Gartner Sales Podcast</p> <p>Listen to learn important implications and unexpected findings for senior sales leaders.</p> <p>Listen Here</p>	 <p>Research How to Motivate and Retain Your Sales Team</p> <p>Learn why and how to retain sellers who can thrive in today's disruptive environment.</p> <p>Learn More</p>
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