

# Revolutionize Seller Productivity

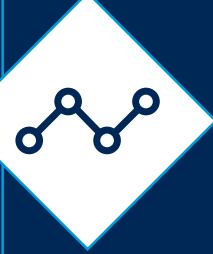
The CSO’s game-changing new strategy

Traditional analytics lack actionable guidance needed to boost seller productivity.

To drive measurable improvements in revenue growth, quota attainment and seller performance, CSOs must focus on:

**Behavior-based leading indicators**

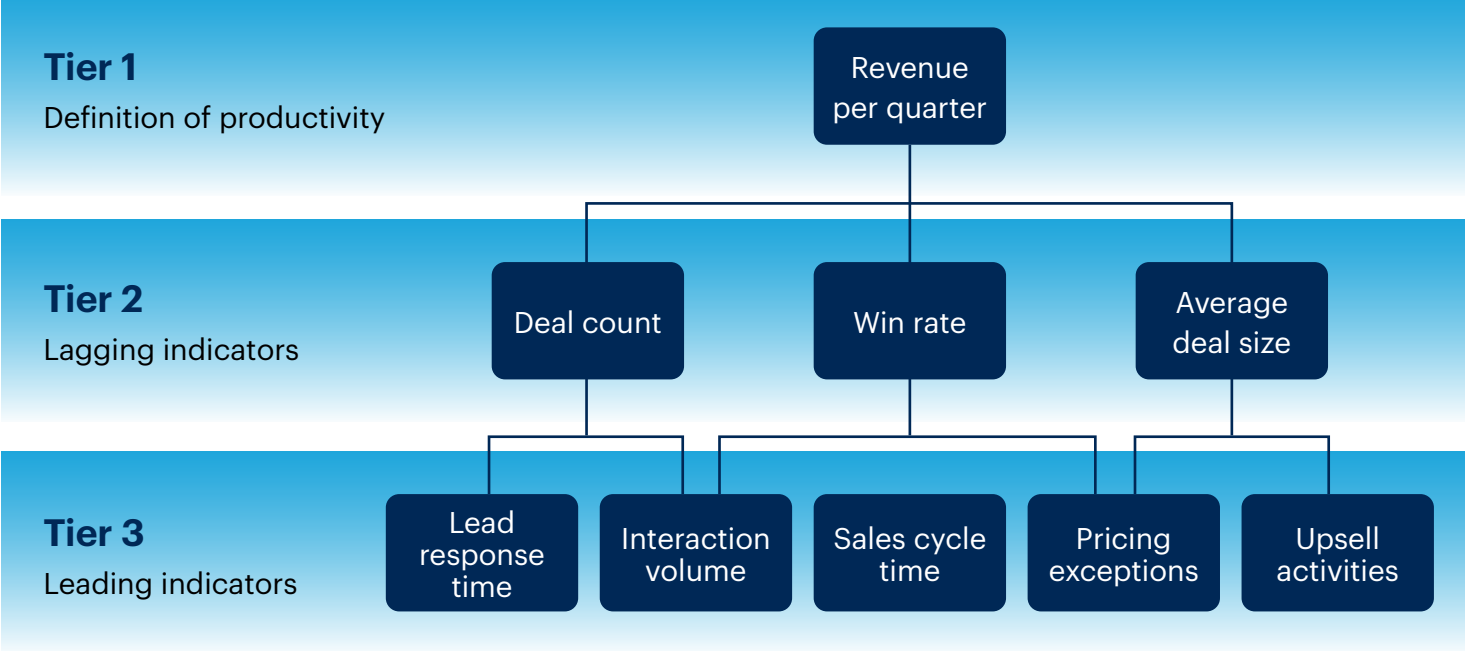
**Continuous metric redesign**



## Behavior-based leading indicators

Frontline sales managers face a coaching dilemma. They need a consistent framework for scalable and predictable execution, along with the flexibility to respond to individual seller needs. This requires granular visibility into seller behavior.

### Illustrative example of tiered performance metrics — All tiers




### Solution

- Map both lagging (outcome) and leading (behavior) indicators.
- Build a tiered metric system. For example:
  - Tier 1: Productivity
  - Tier 2: Lagging indicators
  - Tier 3: Leading indicators
- Correlate behaviors with outcomes for targeted coaching.



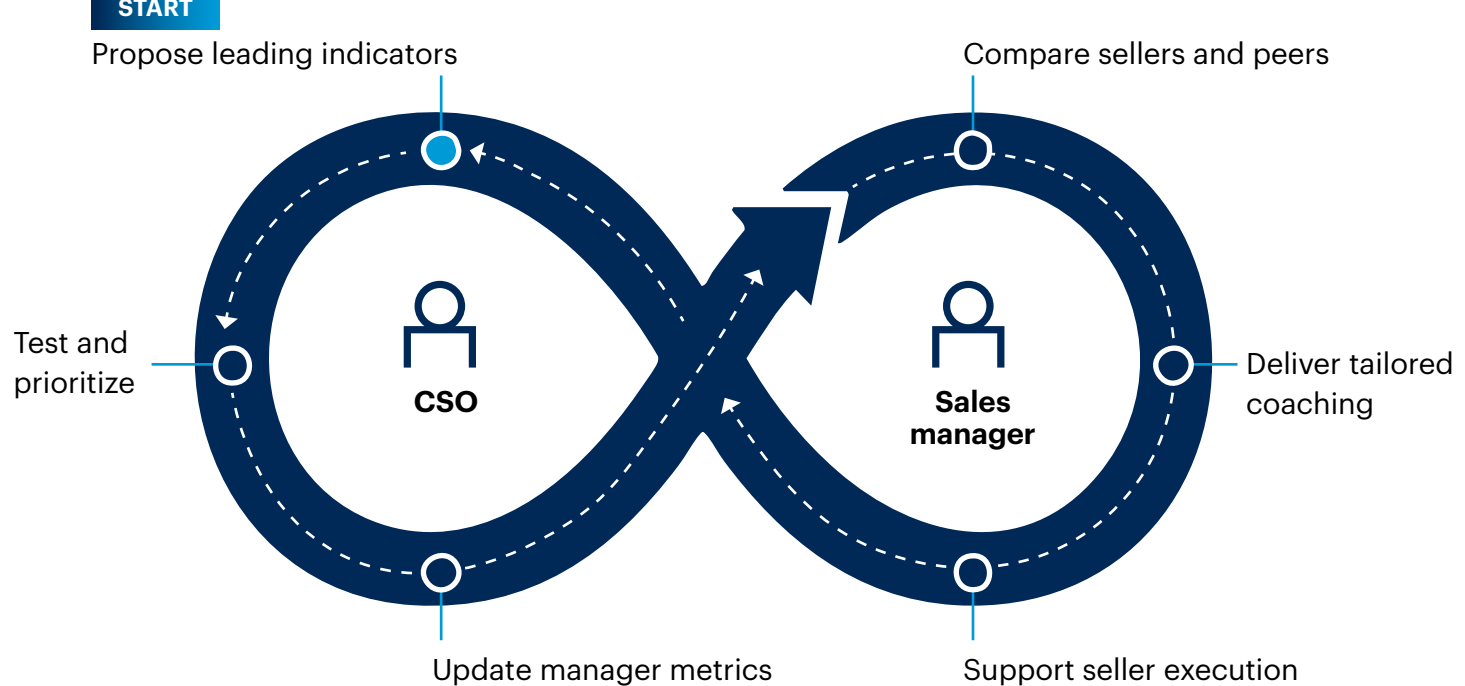
Organizations leveraging data-driven coaching are **4.3x more likely** to achieve greatly improved profit growth.



## Continuously redesign performance metrics

Improving seller productivity isn’t a one-time fix — it’s a constant process. As market conditions evolve, CSOs must pursue an adaptive performance strategy built on ongoing metric refinement and behavioral insights.

### Strategy for continuous improvement



### Solution

- Make performance metrics dynamic with ongoing data testing and validation.
- Communicate changes to managers and foster a culture of continuous improvement.

This approach not only drives sustained improvements in seller productivity but also contributes to stronger revenue growth, higher quota attainment and improved team morale over time.

## Maximize your team’s potential

The **Gartner Comparative Seller Performance Diagnostic** offers a repeatable method for periodically reassessing the factors that drive seller productivity in your unique organization, enabling data-driven coaching and continuous improvement for sustained revenue growth.

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