



Gartner®

Seller of the Future



Actions to use AI to maximize
seller impact

Make selling in the future simpler and more productive

In an effort to meet constantly evolving customer behaviors, sales leaders have spent years increasing the number of technologies, tools and skills sellers need to do their job. But rather than delivering more, overwhelmed sellers find it difficult to meet their revenue targets. Gartner recommends sales leaders ask reps for less. Fewer skills, responsibilities and tasks will enable sellers to be more successful. To do this, sales leaders should:

Treat technology as a member of the sales team.

Rather than giving salespeople more tech, give the tech itself more responsibility. AI can make this new approach possible.

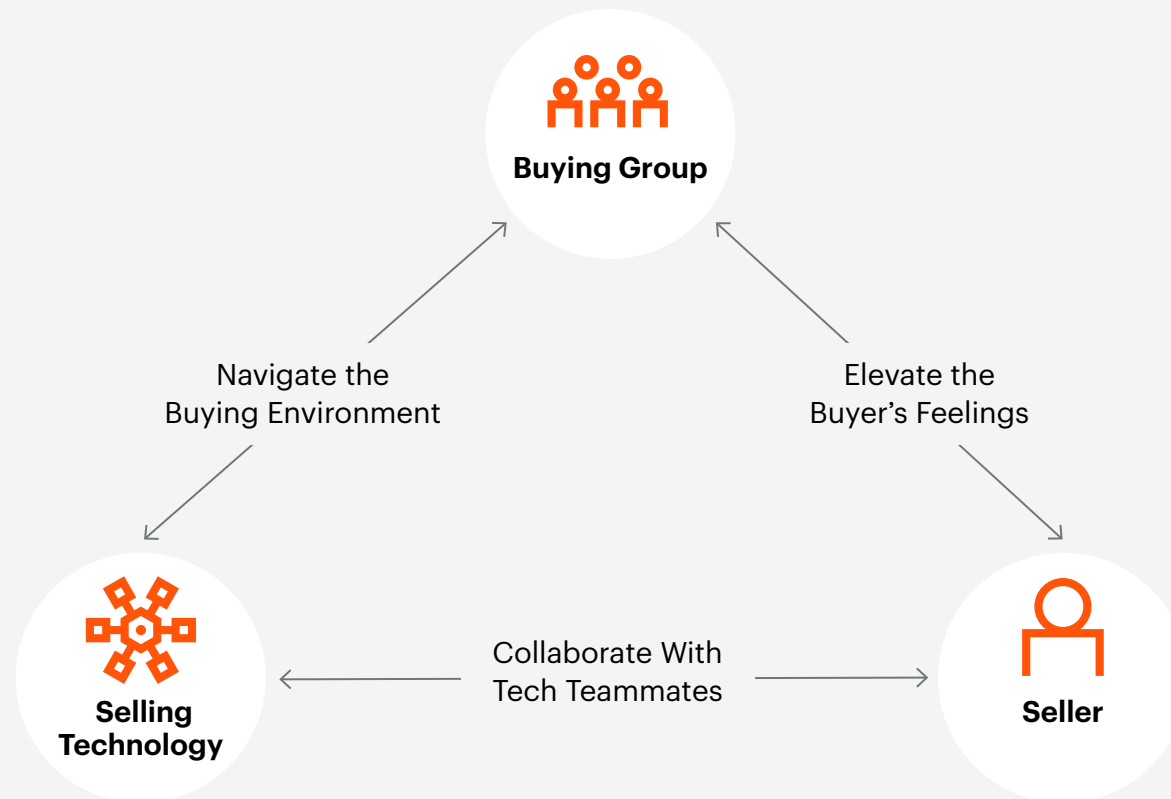
Allow sellers to focus where they matter the most.

Narrow the seller role to focus on buyer behaviors through mentalizing and collaborating with new technology. Reducing role complexity with AI will free salespeople up to better address these human, emotional behaviors that drive high-quality deals.



These two shifts will increase seller time to do what is most important — help buyers affirm value, which leads to higher-value deals.

The Seller Role of the Future



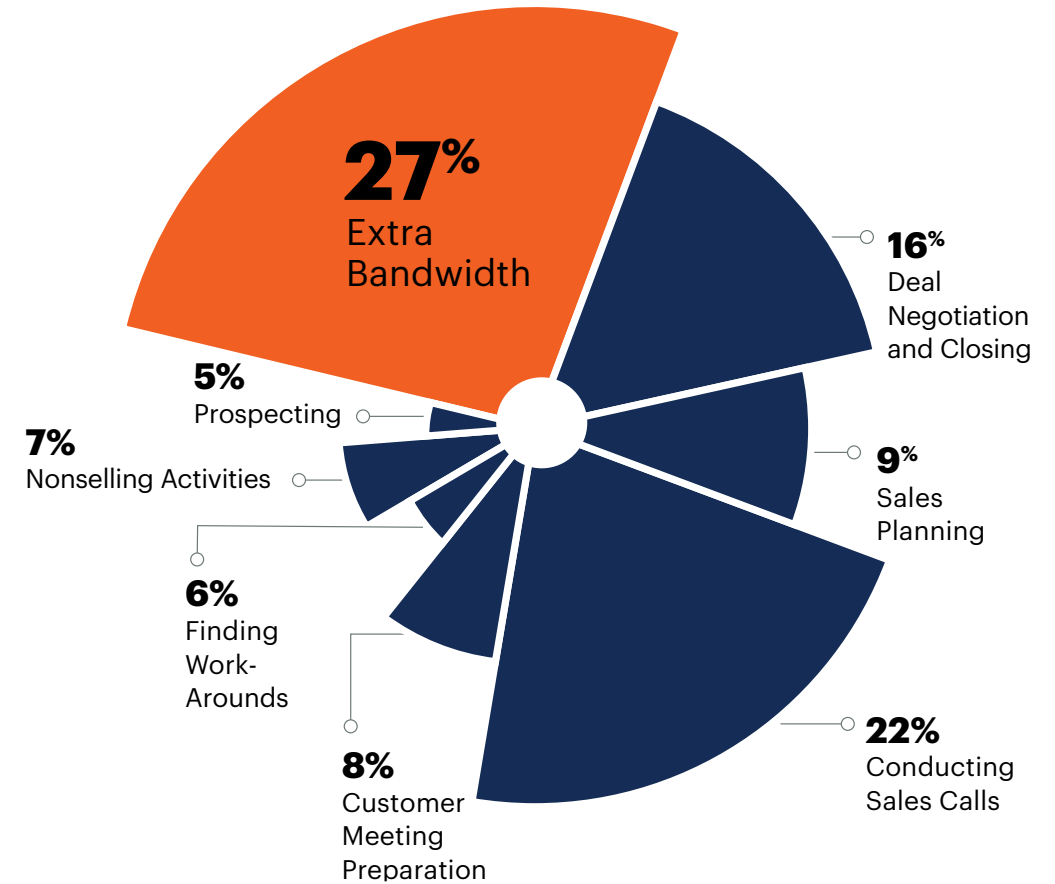
Source: Gartner

Give sellers up to 27% more time to focus on what matters most

Now: **Seller Time Spent Monthly**



Future: **What the Role Could Look Like**



n = 1,101 B2B sellers
Source: Gartner Seller Time Spend Assessment

How do you find up to 27% more time? Start by evaluating your sellers' time spend to identify activities better suited for technology.

Key Areas to Evaluate Your Sellers' Time

Sales Planning

The set of activities aimed at organizing and providing direction to sales efforts, such as prioritizing leads, territory planning, opportunity planning, business priorities, setting timelines and calibrating sales plans

Prospecting

Early sales funnel activities, including lead generation, lead qualification and initial customer outreach

Customer Meeting Preparation

Activities to prepare for customer conversations, such as gathering sales collateral, aligning internal stakeholders, researching key customers and preparing meeting logistics

Conducting Sales Calls

The set of activities that comprise a typical sales call, such as demonstrating product/solutions, handling customer objections, summarizing conversation and setting next best actions

Deal Negotiation and Closing

Pricing discussions that involve price quote calculations, preparation for negotiations, engaging with different buyer roles and seeking approvals (e.g., from your financial and/or legal teams)

Nonselling Activities

Internal activities, such as participating in learning and development sessions, travel, reporting and analysis, and other internal meetings

Finding Workarounds

Using different systems/processes to circumvent barriers that hold you back from completing selling activities

Need help getting started?

Use the Gartner Seller Time Spend Assessment:

- [Request a Demo](#)
- [Gartner Client Access](#)



Then, make tech a teammate

The RevTech Maturity Model

Help Seller Navigate the Buying Environment

1 Simple Automation

Sellers use basic automation tools and AI that assist with simple activities. Seller adoption of technology supports efficiency.

2 Assisted Selling

Sellers use AI-assisted automation to improve productivity, prioritization and execution.

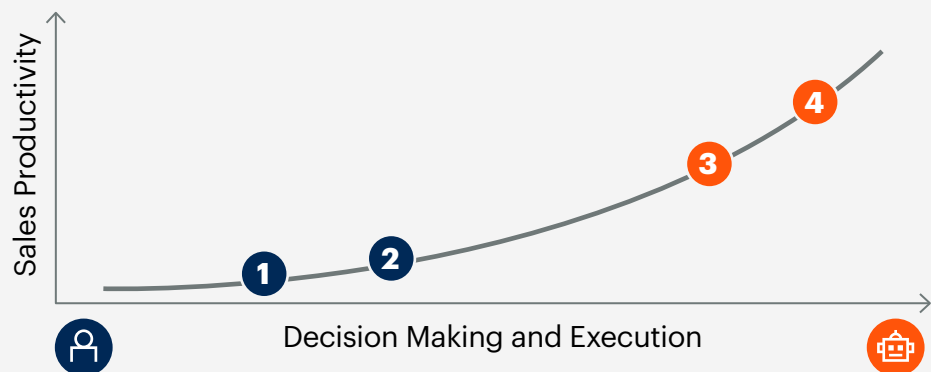
Enable Technology to Navigate the Buying Environment

3 Automated Selling

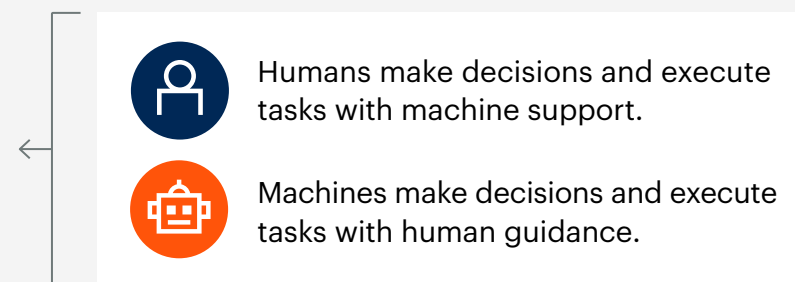
Technology acting as a virtual assistant improves decision making and execution. Many tasks are performed more efficiently and accurately than humans.

4 Autonomous Selling






Technology can completely automate the sales process and make decisions on its own. Sellers act as strategic overseers.



Source: Gartner

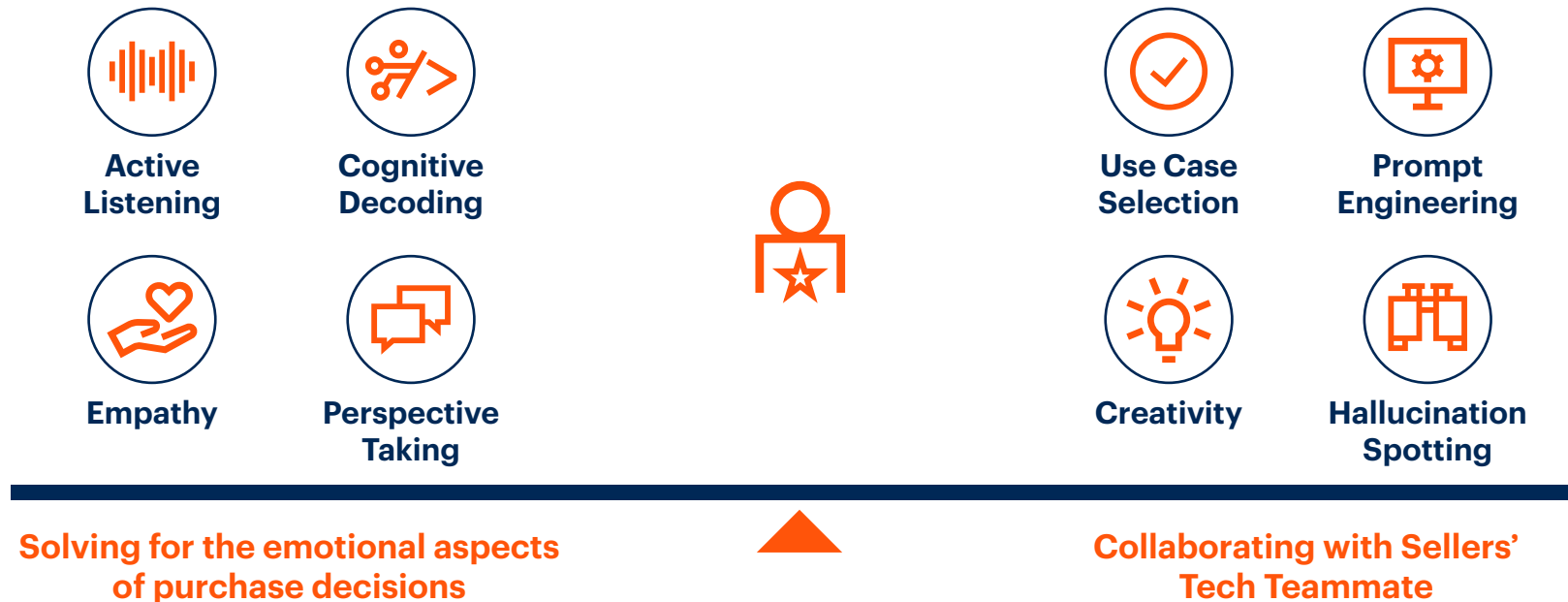


4 How to evolve tech from tool to teammate

	From Tool	To Teammate
 Interface	Rigid, command and respond relationship	Natural, conversational interactions
 Responsibilities	Sellers use tech to complete core job responsibilities	Tech's role is scoped like an FTE, and RACIs have "tech" as a contributor
 Nature of Relationship	Passive support via static, rule-based automation	Active collaboration via dynamic, situational decision making
 Talent	Seller mastery depends on repetition and knowledge	Seller mastery depends on experimentation and adaptation
 Trust	Seller is trusted to generate value with technology	Technology is trusted to generate value autonomously

Source: Gartner

Next, refocus the seller role to allow more time to focus on the skills that will make the biggest impact



Source: Gartner

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With the right skills and time, sellers will be able to focus on the emotional component of purchase decisions

Value Affirmation Boosts Deal Quality

Impact of Value Affirmation



“I feel like the supplier really understood my needs.”

Value Affirmation

Interactions that help buyers validate that a purchase is right for them and feel confident about the decision.

Lift in High-Quality Deals

Value Affirmation leads to a **30% lift in high-quality deals.**

n = 771 B2B buyers

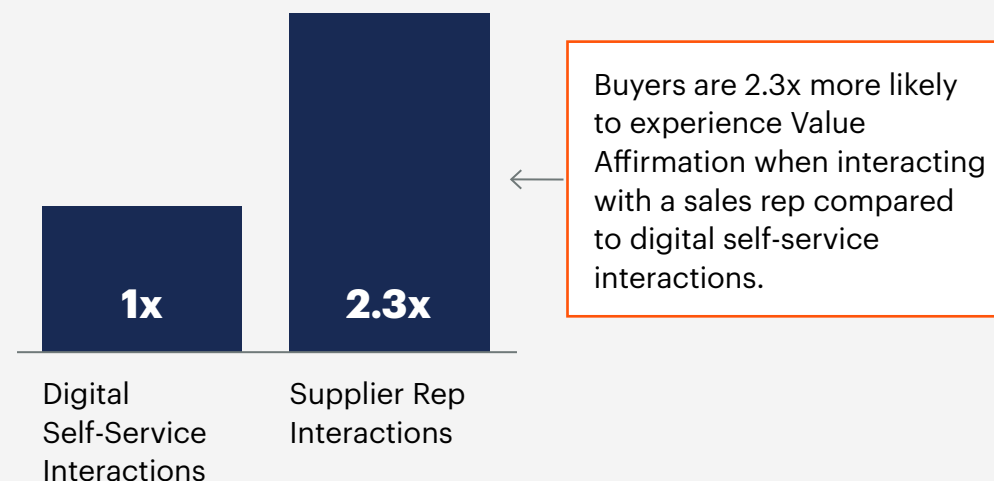
Source: 2022 Gartner B2B Buyer Survey

Note: Value Affirmation impacts the likelihood of a High-Quality Deal through a third variable, Value Clarity. Data represents the change in likelihood of a High-Quality Deal from low to high Value Affirmation. High Value Affirmation represents respondents who scored at least a 6 “Agree” on the respective index. Logistic regression mediation model with controls for respondent age, function, company revenue and industry, buying group size; cost, method and location of purchase, planned vs. ad hoc buying effort and recency of purchase.

The Human Touch Drives Value Affirmation

Buyers Reporting Value Affirmation

Based on Most Valued Type of Interaction



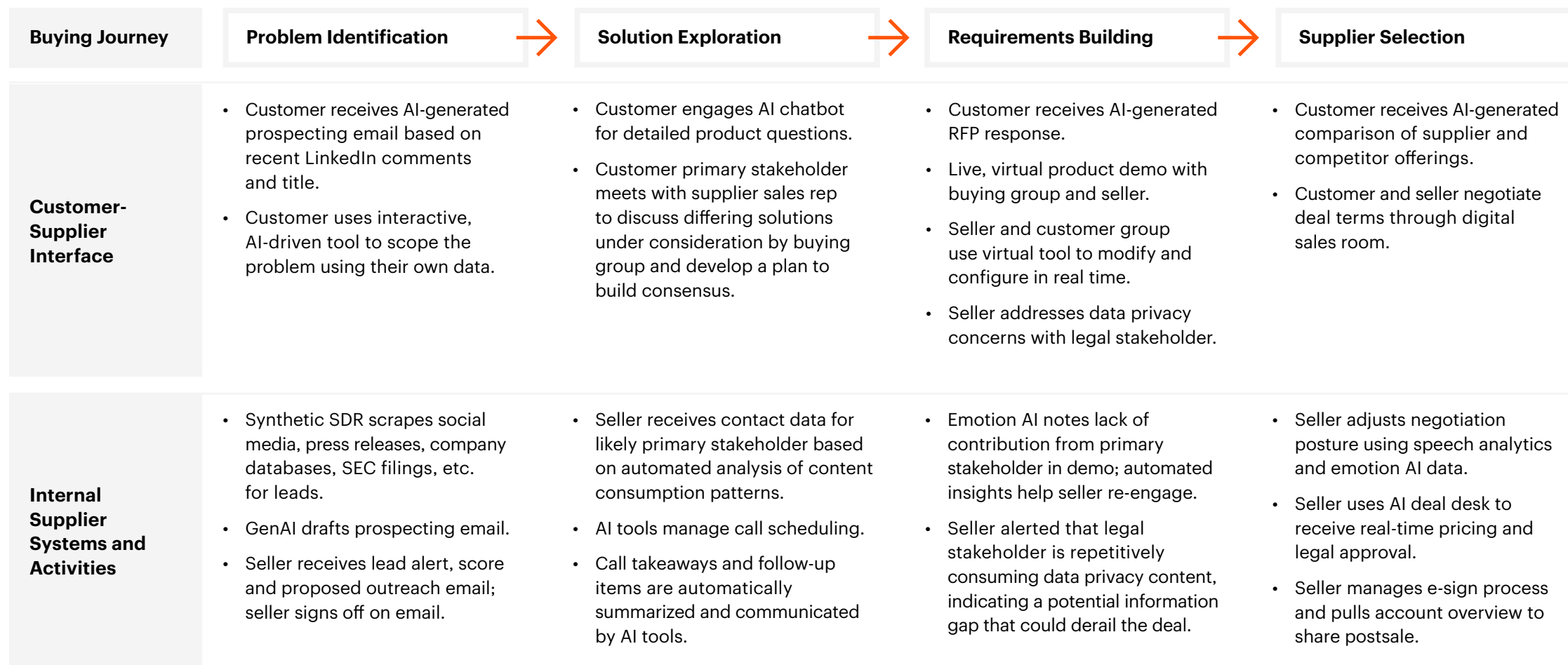
n = 771 B2B buyers

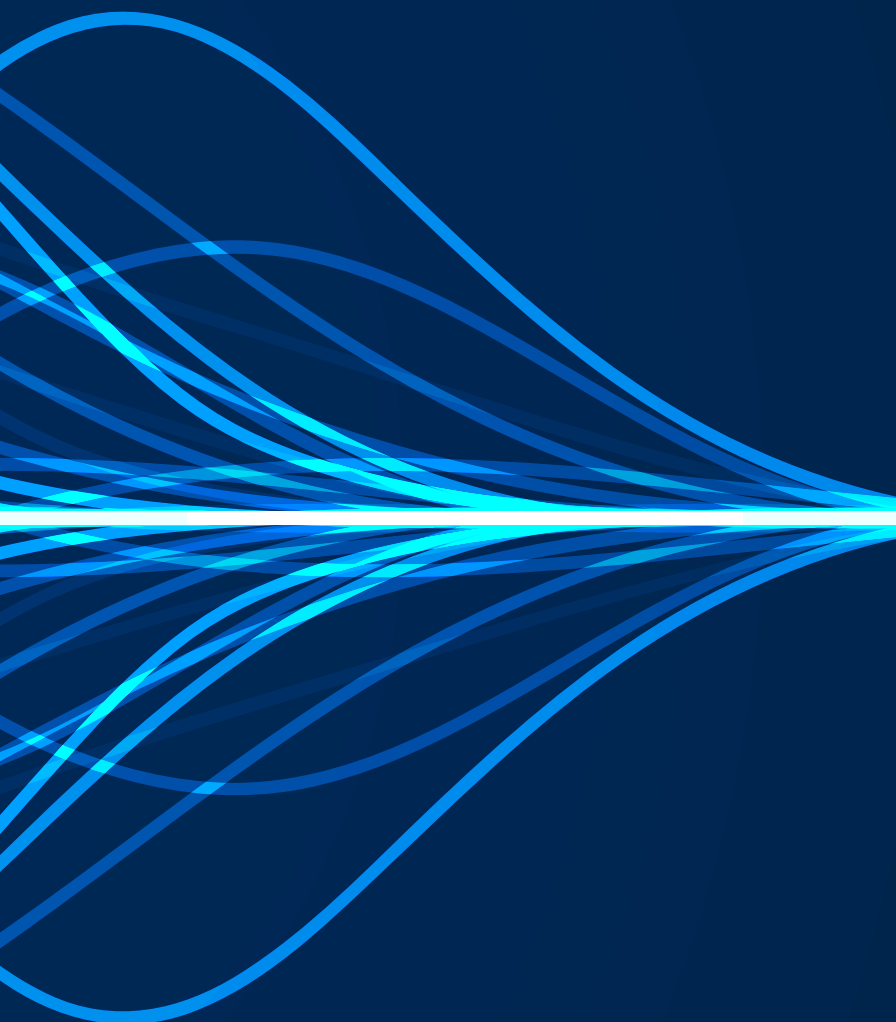
Source: 2022 Gartner B2B Buyer Survey

Note: Bars represent the respondents who scored in the top quartile of the Value Affirmation Index and are indexed to the proportion of respondents who valued digital self-service interactions.

Tech as a teammate + refocused role = A better way of engaging buyers

Illustrations of what shared sales responsibilities between tech and human sellers could look like





While this future might seem like science fiction, competitor sales organizations (and likely your own salespeople) are already experimenting with new technology to reshape selling. By acting quickly, you stand to transform the seller and buyer experience, unlock seller productivity and achieve significant revenue growth.

Gartner can help.



Gartner for Sales Leaders

Everything you need in a single solution to:

Align Commercial Functions • Retain and Motivate Top Talent • Drive Digital Revenue Growth • Improve Seller Productivity Through Revenue Technology



Actionable insights

Be a better sales leader

Exclusive insight to accelerate the data-driven decision-making process

Be a better business partner

Cross-functional insights to improve collaboration across the business

Thrive with tech insights

Insights on digital innovation and business transformation to prepare leaders for the future



Decision-making tools

Turns strategy into action with tools to accelerate key initiatives and drive better business outcomes



Peer networks

Provides access to one-on-one chats with industry leaders, peer-led discussions, polls and technology ratings and reviews



Engaging events

Includes invitation to Gartner CSO & Sales Leader Conference with numerous educational breakouts and opportunities to connect with peers and Gartner experts



Sales enablement and sales operations insights

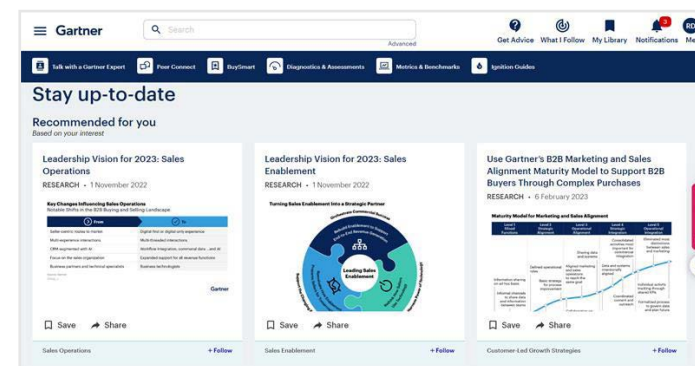
Unique and exclusive insights to help enablement and operations leaders:

- Develop operations strategies to support business growth
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- Attract, retain and develop sales talent with compensation and training best practices
- Define enablement strategies to improve sales team execution



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