

A G-Cloud 15 Service Definition for Gartner for Sales Leaders: Individual Access Advisor (SLSLDRIA)

Gartner G-Cloud 15 Service Definition
2026

Service Description

Gartner for Sales Leaders provides ongoing advisory support, and access to research covering sales sector and specific sales roles in a team environment. Tailored for senior sales leaders, typically CSO/Head of Sales, this membership provides ongoing support for leaders, tied to their individual mission-critical priorities.

Service Benefits

- Research to understand and solve functional challenges
- Unlimited, on-demand advisory and research advisor support
- Peer benchmarks, diagnostics and case studies
- Effective resource allocation, issues diagnosis, and best practice insights
- Access to online peer community for collaboration and advice
- Targeted content based on role, preferences, and key initiatives
- Dedicated service delivery
- Accessible by browser and app
- Live and virtual events with peer executives

Service Features

- Gartner Research for Sales Roles
- Peer & Practitioner Research, plus Peer Benchmarks and Case Studies
- Tools and Templates
- Functional Diagnostics
- Analyst Inquiry
- Peer Networking
- AskGartner AI tool, providing tailored actionable Gartner insights on demand
- Virtual and/or Live Peer Meetings
- Webinars
- Sales Leadership Sessions and Sales Conference Ticket

Invoicing

- The service is provided to one licensed user for a period of twelve months
- All invoices are payable net 30 days from date of invoice

Full List of Service Features

- Gartner research for Sales roles — Gartner technology research for Sales leaders
- Peer & Practitioner Research — Includes peer benchmarks, best practices, case studies, tools, and templates
- Tools and templates — Step-by-step toolkits to execute on key initiatives
- Sales Functional diagnostics — Tools for diagnosing the current state of the function and/or its roles. Licensed Users may deploy Functional Diagnostics to both Licensed and Non-licensed Users in the client company
- Peer benchmarks and case studies — Benchmarking reports and best-practice insights
- AskGartner — AskGartner is a generative AI-powered tool available on gartner.com. Sourced solely from proprietary Gartner data, it provides our unbiased perspective and expertise through AI-powered conversational interactions, replacing older keyword-based searching and providing a more holistic overview of Gartner insight on a given topic or question.
- Analyst Inquiry — Access to individual discussions with research advisors
- Peer networking — Access to peer networking through facilitated inquiries
- Virtual meetings/webinars — Virtual meetings on research and best practices
- Sales Conference Ticket — Ticket to Sales Conference
- Sales workshops for staff — Staff access to sales workshops

Additional Terms & Conditions

- Licensed Users may deploy Functional Diagnostics to both Licensed and Non-licensed Users in the client company
- Participation in inquiry calls is limited to the Licensed User(s) and Research Experts (“experts”) only (i.e., non-Users, either inside or outside the client company, may not attend or otherwise participate on an inquiry call).
- Sales Leadership Session participation may be extended to Non-Licensed Users provided they meet the following criteria: (i) they are employed within the client company; and (ii) they are in commercial leadership roles, typically denoted by a director (or equivalent) title. Sessions are not suitable for frontline commercial teams or frontline sales managers
- The Sales Conference Ticket is a numbered identifier (e.g., 424562) that entitles the Licensed User to register for one (1) Gartner Sales Conference as specified in the Ticket Letter emailed to Client. Tickets are valid for 12 (twelve) months from the date of issue, per the expiration date on the Ticket Letter. Tickets provided as part of a Gartner Research offering are valid only for Gartner Events during the 12-month (twelve-month) contract term of that Research offering. Tickets may not be transferred. A single Ticket may not be used by more than one (1) employee and may not be used for admission to any Gartner event other than the Sales Conference

- Use of the Service is governed by the Gartner Usage Policy and the Gartner Copyright and Quote Policy, which are accessible on the Policies section of gartner.com.