

# 2024 Sales priorities and goals

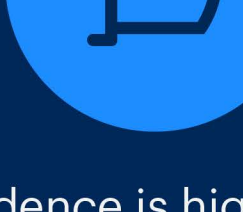
With 2024 in view, what key initiatives are sales organizations prioritizing to unlock success and ensure sales effectiveness?



Sales leaders' most selected goal for 2024 is introducing new products/services



A majority of respondents expect to increase their sales headcount in the next 12 months



Confidence is high around the anticipated state of the 2024 global economy and the influence it will have on sales

Data collection: September 28th - October 27th, 2023

Respondents: 50 sales directors, VPs, and C-suite executives

## About Gartner Peer Community One-Minute Insights:

Gartner Peer Community is for technology and business leaders to engage in discussions with peers and share knowledge in real time.

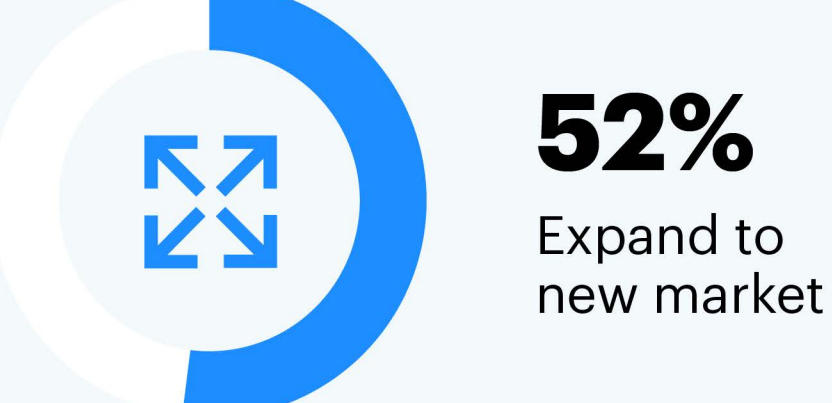
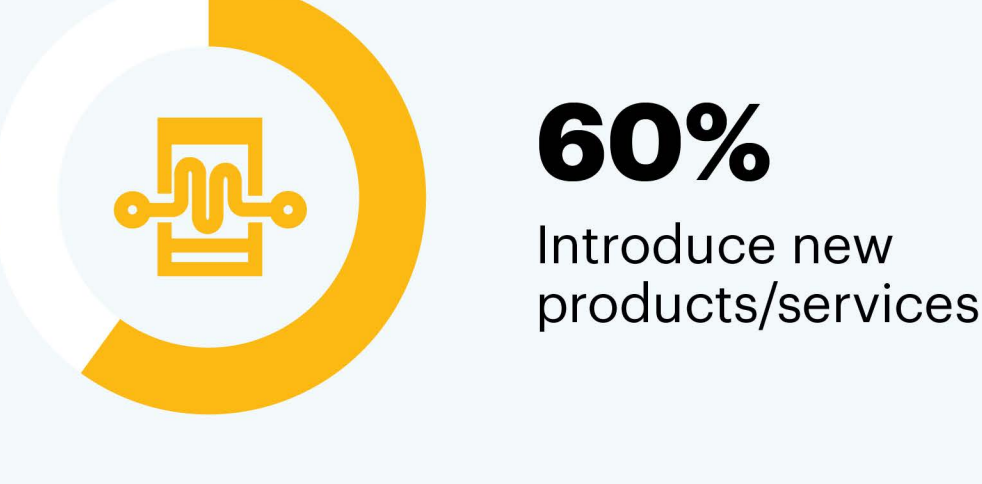
Surveys are designed by Gartner Peer Community editors and appear on the Gartner Peer Community platform. Once the respondent threshold is met, survey results are summarized in a One-Minute Insight.

The results of this summary are representative of the respondents that participated in the survey. It is not market representative.



## Growth is a key strategic priority in 2024

Based on your knowledge of your sales organization's goals, what are most likely to be your department's top three strategic priorities for 2024? Select three.



Improve the customer experience **50%** | Improve CRM hygiene **42%** | Change go-to-market strategy **36%** | Improve the sales rep experience **32%** | Implement new sales methodology **30%** | Change territory coverage model **28%** | Increase employee productivity **24%** | Implement return to office strategy **14%** | Reduce technical debt **14%** | Ensure legal and regulatory compliance **10%** | None of these **0%** | Other **0%**

n = 50

Sales leaders' most commonly reported goals for 2024 are to introduce new products/services (60%), grow revenue (52%), and expand to a new market (52%).

"We plan to create more automated sales by the beginning of next year."

Director, manufacturing industry, 5,000 - 10,000 employees



"My priorities are to adapt to the new changes that are coming in 2024 with new technologies regarding AI."

Director, finance industry, 10,000+ employees

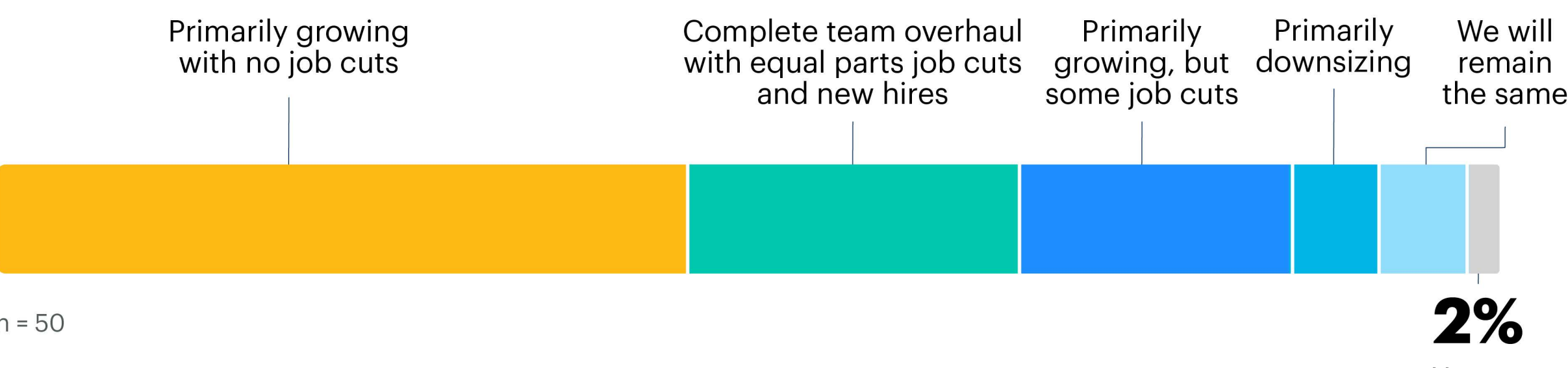


Question: Do you have any final thoughts to share on your personal opinions about your sales organization's priorities and planning for 2024?

## Sales leaders anticipate increased headcount in the next 12 months

64% of sales leaders say their sales organization will be primarily growing in the next 12 months. Just 12% say they will remain the same (6%) or primarily downsize (6%).

Will your sales organization be growing or downsizing over the next 12 months?



n = 50

"I believe that we will see a shortage of talent in 2024, organizations should offer ongoing training and development programs for sales teams."

Director, manufacturing industry, 10,000+ employees



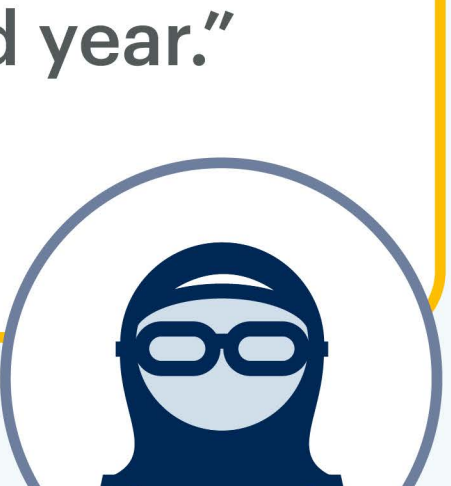
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## Confidence is high in 2024 global economy

How do you think the anticipated state of the global economy will impact your sales organization's operations and strategies in 2024, if at all?

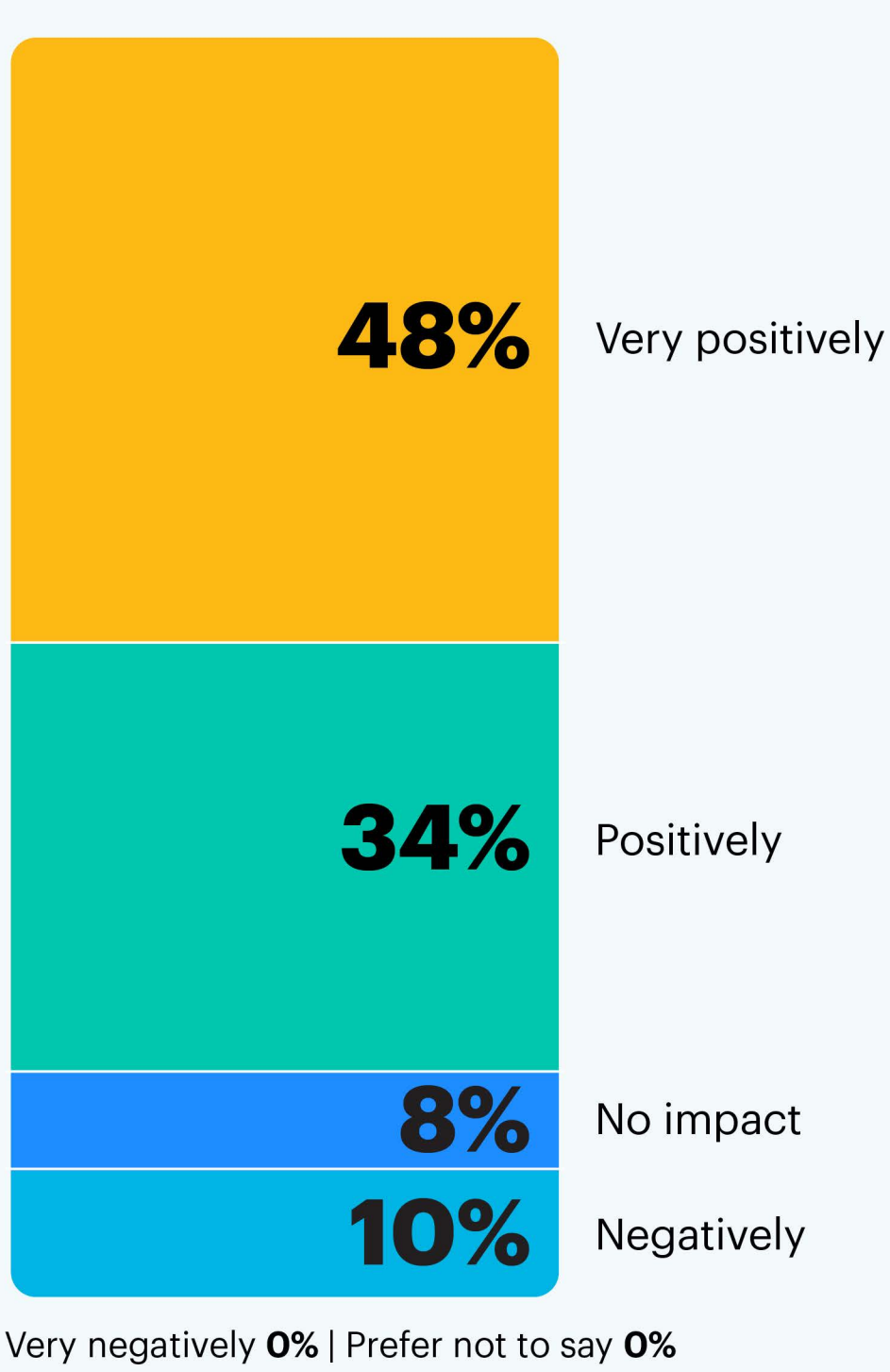
"It will be a good year."

VP, professional services industry, <1,000 employees



Question: Do you have any final thoughts to share on your personal opinions about your sales organization's priorities and planning for 2024?

The overwhelming majority (82%) of respondents think the state of the global economy in 2024 will impact their sales organization positively (34%), or very positively (48%).



n = 50

## In their own words...

"With the global macro economic and political situation potentially impacting financing and budgeting, a critical subject for all leaders is how we ensure we have the right talent doing the right jobs. Supporting employees with effective tools (including AI) to streamline and automate tasks is vitally important to increase productivity. We must lean in on innovation to thrive in this rapidly changing business world."

- C-suite, software industry, <1,000 employees

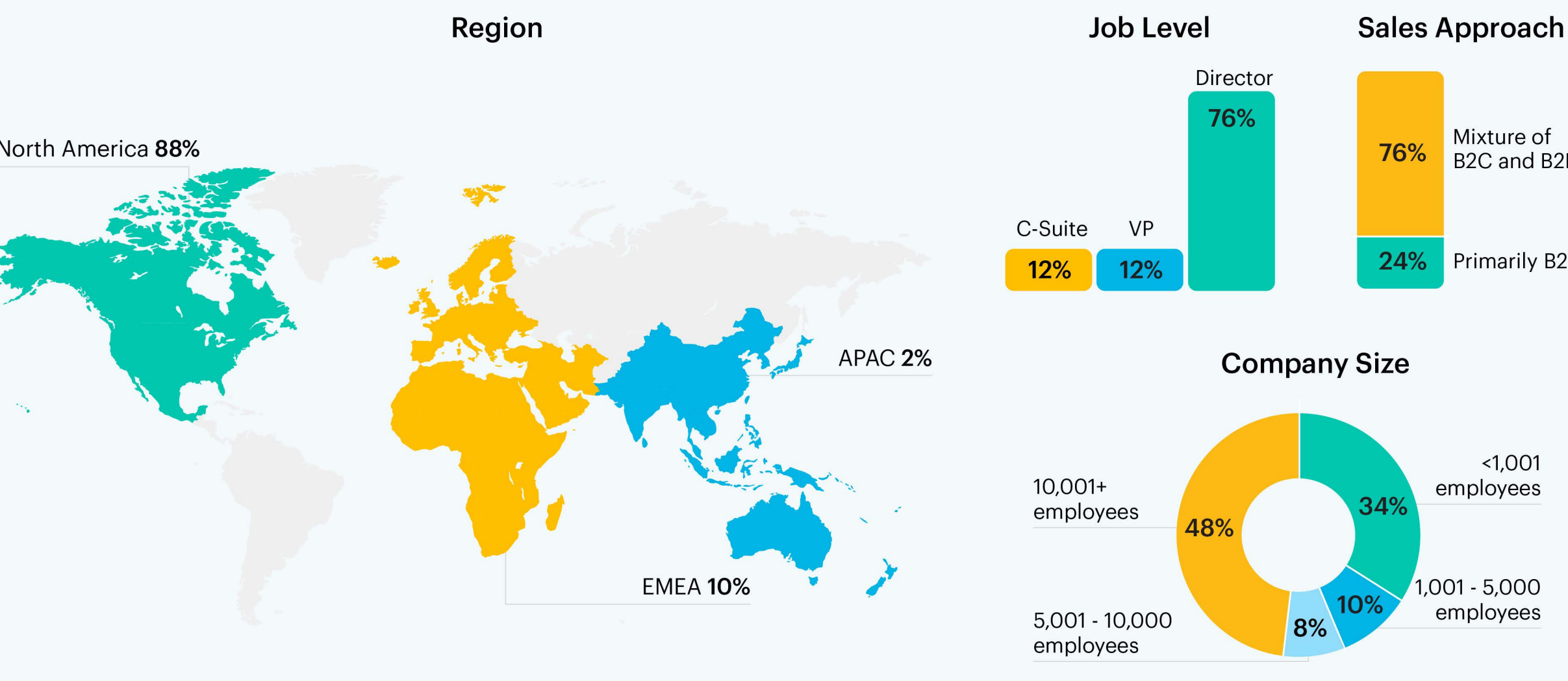
"AI transformation in many businesses and industries will require constant learning, trial and error, and a willingness to pivot based upon these learning."

- C-suite, professional services industry, 5,000 - 10,000 employees



Question: Do you have any final thoughts to share on your personal opinions about your sales organization's priorities and planning for 2024?

## Respondent Breakdown



Note: May not add up to 100% due to rounding  
Respondents: 50 sales directors, VPs, and C-suite executives

## Want more insights like this from leaders like yourself?

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Source: Gartner Peer Community, 2024 Sales Priorities and Challenges: Insights from the Field survey

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