

NCSC Gartner New Product Kickoff

August 19, 2022

Introducing Gartner for High Tech Leaders

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Gartner[®]

Gartner for High Tech Providers

Product Deliverables



Learn From Research and Tools

Actionable, objective insights move your business forward with a clear picture of growth opportunities. Leverage rich insights to execute go-to-market plans.

Unmetered access to Gartner research covering **customer, competitor, market and technology insights** via MyGartner web portal.

Leverage **data driven tools** to assess your organizations progress against key benchmarks and internal KPIs.



Engage through Analyst Inquiry

Our global team of **2,150+ research and advisory experts** helps you advance your **mission-critical priorities** through industry-leading insights and guidance.

Ask questions about our research, review important documents such as board presentations and proposals, or to **diagnose your business challenges**.



Network at Gartner Conferences

Connect with peers on your mission - critical priorities. Collaborate to accelerate, validate and **solidify your strategy and enable faster, smarter decisions**.

Speak with an expert at a Gartner conference to **receive personalized advice** tailored to your specific priorities and initiatives.

Attend a Gartner **virtual or in-person conference** to immerse yourself in discussion and leave with the right tools to turn strategy into successful execution.

Gartner for High Tech Providers

Contract Structure and Pricing



Leader License

- Gartner Research
- Analyst Inquiry
- 1 Conference Ticket

	Year 1	Year 2	Year 3
Research Only	30K	35K	40K
Analyst Inquiry Only	30K	35K	40K
Conference Ticket	5K	5.5K	6K
Full Package	50K	52K	54K

Direct Report License

- Only available if Leader License is purchased

	Year 1	Year 2	Year 3
Research Only	15K	20K	25K
Analyst Inquiry Only	15K	20K	25K
Conference Ticket	5K	5.5K	6K
Full Package	25K	27K	29K

***NOTE: This pricing was created for NCSC use only and does not reflect actual Gartner offerings or pricing**

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Buyer Profiles

Chief Executive Officer (CEO)

High Tech Provider CEOs are responsible for laying the foundation & the strategic direction of the organization. They make important decisions on the forward-looking strategy & ensure execution of that strategy from product & marketing.

Roles Important to My Success: Board of Directors, Chief Marketing Officer (CMO), Chief Product Officer (CPO)



Top 3 Priorities & Key Challenges

1

Identify and learn new addressable markets

Expand Beyond Current Markets to Grow: To continue rapid growth, high tech companies must enter new markets (vertical or geographic). CEOs need Gartner resources to make sound market entry decisions.

2

Manage product portfolio innovation and evolution

Build Solutions to Serve Current and Future Clients: Continued product innovation is critical as the company grows. CEOs must work with product leaders to ensure that solutions balance the needs of both current clients and future customers.

3

Grow internal team to support growth

Identify and Hire Top Talent: Continued growth for high tech companies is often contingent on hiring the right talent at key points during its life cycle. CEOs must not only identify the right talent but create an attractive environment that allows for recruitment over higher-paying alternatives.



Primary Responsibilities

- Company and product vision
- Product/service roadmap innovation
- Hiring and talent management



Success Criteria/Key Metrics

- Revenue growth rates
- Client-base growth and retention
- Market share increase
- Profitability
- Product completion

Similar Titles: President, Founder, Managing Director, Chairman

Chief Product Officer (CPO)

The Chief Product Officer (CPO) is responsible for the making the strategic product decisions for the organization. They do this by establishing and executing an effective product strategy and launch. For a high tech vendor, focus areas include product differentiation, features and functionalities, product road map creation and innovation.

Roles Important to My Success: Chief Executive Officer (CEO) , Chief Marketing Officer (CMO), Chief Information Officer (CIO)



Top 3 Priorities & Key Challenges

1

Identify new product opportunities

Expand Beyond Current Products to Grow: To continue rapid growth, high tech CPO's must identify new product opportunities in order to scale and enable continued customer growth. CPO's need Gartner resources to ensure and validate their strategic product decisions.

2

Continuous innovation of current product portfolio

Innovate Solutions to Solve Client's current and future problems: Continued product innovation is critical as the company grows. CPOs must work with other leaders to ensure that current products are differentiated from the competition.

3

Research and Development

Product research and end user alignment: Continued growth for emerging tech companies is often contingent upon staying ahead of the current and future trends. Thus, CPO's need Gartner resources to conduct extensive research and development to ensure the longevity of the product organization.



Primary Responsibilities

- Product vision and roadmap
- Product/service roadmap innovation
- Competitive intelligence
- Product differentiation



Success Criteria/Key Metrics

- Revenue growth rates
- Client-base growth and retention
- Increased # of users
- Product completion
- Cost effective and timely product launch

Similar Titles: VP of product, Director of product strategy

Chief Marketing Officer (CMO)

Chief Marketing Officers of High Tech Vendors are responsible for making the strategic marketing decisions for the organization. The purpose of this is to increase revenue and profits by growing the customer base, driving engagement and retention; as well as leading go-to-market, and communications strategies.

Roles Important to My Success: Chief Executive Officer (CEO), Chief Product Officer (CPO), Chief Sales Officer (CSO)



Top 3 Priorities & Key Challenges

1

Identify and acquire new customers

Expand Beyond Current Customers to Grow: To continue rapid growth, high tech CMO's must identify and acquire new customers. CMO's need Gartner resources to make sound customer acquisition decisions.

2

Build and execute an effective Go-To-Market Strategy

Build awareness and demand to Serve Current and Future Clients: An effective Go-To-Market strategy that builds awareness and demand is essential for a rapid growth emerging tech company. CMOs must work with product and sales leaders to ensure that the messaging of the solution meets the needs of both current clients and future customers.

3

Establish and execute a market expansion strategy

Expand beyond current markets (geographic and vertical) to grow: Continued growth for high tech companies is often contingent upon scalability and expansion. CMO's need Gartner recourses to understand *where* the need for their solution is in the market in efforts to expand.



Primary Responsibilities

- Marketing and Sales vision
- Brand awareness and demand generation
- Messaging & Positioning
- Market expansion and scalability



Success Criteria/Key Metrics

- Revenue growth rates
- Client-base growth and retention
- Market share increase
- Profitability
- Brand recognition
- Customer satisfaction and success

Similar Titles: VP of Marketing, Director of Marketing, Marketing Director

Sample Role Play

Salesperson Background Information

Case Info: You have been on the Gartner sales team for a little over a year and have been cold-calling into mid-size technology companies. You recently saw your prospect, SmartDoc*, mentioned in an article about up-and-coming healthcare startups which prompted you to do more research and schedule a sales call.

Revenues: \$60M
Employees: 22
HQ: Kansas City, MO
Founded: 2019

The Sales Call: You have been trying to connect with Bobbi Smith, CEO, via phone and email. Bobbi finally accepted your invitation to connect on LinkedIn last week and suggested you meet with the Chief Marketing Officer, Blake Miller. Bobbi was impressed that you saw the news article mentioning SmartDoc but did not provide any other information. The news article did state that SmartDoc was going to bring “innovation and future thinking” to the healthcare data industry.

Your Research: Founded in 2019, SmartDoc entered the market after frustrations with medical records being shared from provider to provider. SmartDoc launched its ChartTracker product in 2019 and was well received. However, with the pandemic greatly impacting healthcare for the past few years, SmartDoc has not released new products or grown significantly. SmartDoc’s vision is to create a world where sensitive patient data is kept safe and secure but always in the hands of the doctors who need it. Administrative Team from website:

CEO: Bobbi Smith
CFO: Taylor Reynolds
Chief Product Officer: Casey Johnson
Chief Marketing Officer: Blake Miller

Prospect Background:

From LinkedIn: Blake Miller
Experienced business executive with experience leading company-wide sales, strategy, marketing, customer success

SmartDoc– 2019-present
Chief Marketing Officer

Johnson & Johnson- 2009-2019
Account executive (2009-2010)
Marketing analyst (2010-2013)
Sr. Manager – Brand (2013-2014)
Director, Marketing (2014-2019)

Education: Florida Gulf Coast University, BS Bus. Administration, Marketing

Volunteer Experience
Board member – Little Brothers, Little Sisters

Buyer Profile

Case Study: You are Blake Miller, Chief Marketing Officer of SmartDoc. You have over 10 years of marketing experience. You joined SmartDoc when your friend, Bobbi (CEO), asked you to become the 2nd hire and to lead the marketing organization. Bobbi recommended that the Gartner sales person meets with you because they will be out of the country for a vacation. You are familiar with Gartner's CIO research, but not sure why Gartner wants to meet with you. The salesperson will have to gain your interest and present value to you.

Character Notes: You are friendly, and casual, but no nonsense. You are curious but feel no urgency in making any changes – everything is going fairly well and you have years of experience to leverage. You are intrigued to learn more about how Gartner could help startups though. After introductions, ask the salesperson to tell you more about Gartner and what they have to offer. You have heard of Gartner, but really do not know much about them other than they are an IT research company. The salesperson should attempt to pivot to ask questions and agree to this if they do pivot.

Objections:

1. You are interested in the research, but want to know if you can get the analyst to write about SmartDoc in the Magic Quadrant
2. When price is presented, tell the salesperson that is too expensive for a startup. It is not in your budget for this year.

Corporate Objective: 10% total Rev. growth (\$6m)

BI/MCP:

#1: Identify and acquire new customers

- Expand beyond current customer market of hospitals (want to expand to clinics/medical offices)
- Increase market share by 5%

#2: Increase brand recognition

- Ensure sales team can articulate value prop to different clients

Timelines & Milestones

- Define ideal customer profiles within 30 days & updated value proposition and messaging rolled out to sales team in 90 days

Problems:

#1: Struggling to position product to private medical offices vs. hospital systems

#2: You are unsure of brand awareness you have in the market

#3: The sales team is very small (6 people) and do not have much experience. You need to figure out how to equip the team with the right resources to retain and grow business

Vision of Solution:

#1. Have been reaching out to former colleagues at J&J to get advice on how to acquire new customers but they don't seem to understand SmartDoc's target market completely

#2. You have surveyed your top clients to understand what resonates with them, but you can't get a clear picture of what is most important

#3. The sales team is unsure of what their total market opportunity is and doesn't know where to start

Power: You can make the decision to buy, however you don't want to make the wrong decision and disappoint Bobbi, so you want to make sure you get value from research. Use objection 1, and if salesperson offers trial analyst conversation, agree to next meeting.

Plan: Need to see how Gartner's best practices for messaging can be implemented

Business Value: Successful acquisition of new customers will contribute to most of the total revenue growth

Personal Value: This is your first official CMO role and you want to prove to Bobbi that you were the right hire. With such a small company, any mistake will reflect poorly on you and could be detrimental to company success

Additional Training Materials

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Trainings & Resources



Gartner's NCSC Virtual Speed Selling Competition

- September 12-15th
- Rd. 1: Personal Speed Sell, Final Round: Gartner High Tech Providers Quick Pitch
- Nominate your sales students [HERE](#)



Gartner & NCSC Website

- Anticipated launch September 1st
- How to sell Gartner for High Tech Providers, demo resources, about Gartner
- <https://www.gartner.com/en/careers/ncsc>



Recorded Training and Live Q&A

- Creating Gartner Role Plays (faculty/coaches)
- Gartner Product Breakdown
- Objection Handling