

The Future of Sales 2030

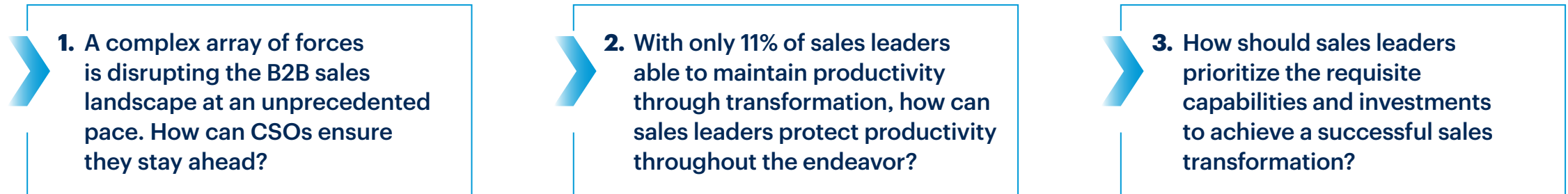
How to transform your organization to be future-fit

Introduction

As emerging technologies and shifting buyer expectations continue to disrupt today's sales environment, top sales leaders are engineering commercial organizations that harmonize human sellers and technology for a seamless, customer-centric buying experience. The future of sales demands a new archetype of chief sales officer (CSO) — one focused on combining sophisticated competencies and adaptive work styles with the irreplaceable power of human authenticity.

Based on Gartner research, this eBook is designed to help CSOs embrace the unfolding convergence and better position their organizations for future success.

Top CSO challenges:



CSO CHALLENGE

How can CSOs stay ahead in a B2B landscape full of disruption?

The B2B sales landscape is undergoing transformative changes. Looking ahead to 2030, these changes will present a range of challenges and opportunities for CSOs.

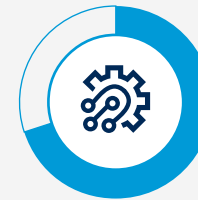
CSOs must lead mixed human-AI teams and adapt to the effects of sweeping policy and regulatory shifts currently disrupting supply chains. Automation requires sales teams to focus on human-centric skills, while integrating new technologies. Balancing AI efficiency with buyers' preference for human interaction complicates go-to-market strategies and pricing.

The prevalence of misinformation demands robust verification systems and training to maintain trust. The trend of "bring your own AI" raises concerns about data security and messaging consistency. To mitigate the effects of extreme events, CSOs must design recovery plans rooted in technology and AI.

Addressing these challenges is crucial to maintaining competitive positioning, seller productivity and revenue. Effective deployment of human-AI sales channels will be a key performance indicator and disaster readiness offers a competitive edge.

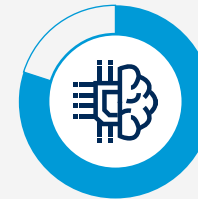


By 2030,



70%

of **routine sales tasks will be automated**, requiring a strategic focus on skill diversification and specialization to maintain competitive advantage.



80%

of sales leaders will **consider AI integration in sales workflows** as a critical factor for competitive advantage.



80%

of CSOs will be expected to have **AI-augmented plans in place** to anticipate and mitigate the impacts of known or unplanned extreme weather events, and accelerate recovery.

Source: Gartner

TAKE ACTION

Stay future-ready with a comprehensive perspective on the human-AI relationship

Future-proofing sales requires strategic technology integration investments, adaptive strategies, enhanced human interaction skills, strong AI governance policies and resilient business continuity plans.

Consider the following actions across key strategic areas:

- Quantify and model current sales capacity by role, and begin to account for the potential impact of AI agents in terms of productivity boosts and virtual headcount.
- Revisit customer segmentation and tiering to determine which accounts, leads and opportunities are the best candidates for engagement by AI sales agents.
- Revisit go-to-market strategies and create backup scenarios to get ahead of potential disruptions to sales teams.
- Adapt to buyer preferences by offering tiered options. Let buyers choose AI-driven or human-led engagements.
- Invest in verification tools and advanced technologies, such as AI-driven analytics, to scrutinize and validate data before it influences your or your customers' decision making.
- Conduct a thorough risk assessment and prioritize response plan needs.

Navigating the future: CSOs' strategic imperatives in the evolving B2B sales landscape



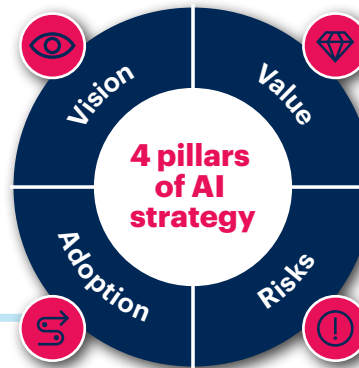
Take action with Gartner support



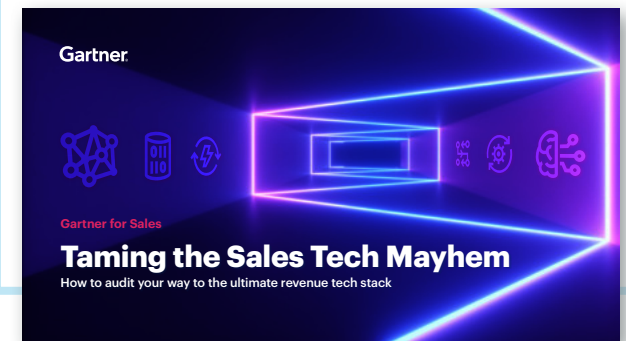
Join the **Future of Sales webinar** for an exploration and analysis of the top trends and strategic imperatives for CSOs.



Use the **Strategic Framework for Implementing GenAI** to understand the primary use cases and business drivers for GenAI in sales.



Leverage the **Gartner Sales Technology Audit Guide** to discover the core technologies driving growth in sales performance.



CSO CHALLENGE

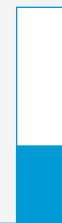
How can sales leaders protect productivity through transformation?

Sales transformations are inherently complex and demand the significant influence that sales managers bring to the table. However, the data tells a more sobering story: Only 55% of sales managers are meeting the expectations of their CSOs, while 40% report feeling overwhelmed or burned out.

The traditional approach to sales management is clearly outdated. It focuses on the wrong activities, often selects the wrong people for the role and can't provide adequate support. It's a situation that doesn't stem wholly from the burden on managers, and it can't be fixed by simply alleviating tasks or responsibilities.

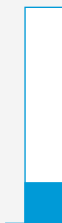
Today's sales managers need to evolve into orchestrators of mixed human and AI teams. The key to success is in who holds the role, how and why they do it, and how they're supported.

According to CSOs and senior sales leaders who completed transformation in 2024:



36%

agree that completing these transformations was **more difficult than expected**



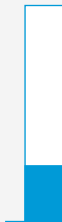
19%

report their sales leadership **regrets the decision to initiate** the transformation



47%

considered initiating **much more ambitious transformations** than what they completed



26%

agree that the **transformations are failing to meet original expectations** for business value

Source: Gartner

Leverage sales managers as change agents

Chief sales officers must pivot to a smarter approach to sales management. This requires an intense focus on role design, screening, hiring and providing the necessary organizational support and infrastructure. As sales managers evolve into orchestrators of mixed human and AI teams, CSOs should adapt priorities and approaches rather than invest in new resources.

- Set clear definitions of sales manager activities and responsibilities that align to strategic objectives.
- Equip leaders who hire sales managers with the right tools to screen candidates and a clear understanding of the mindset necessary for manager success.
- Provide sales managers with need-targeted enablement to support their dual role as tech adopters and advocates for adoption.
- Support sales managers with structured, objective guidance on how to best use technology and data to enhance effective coaching.

Empowering the sales manager of the future

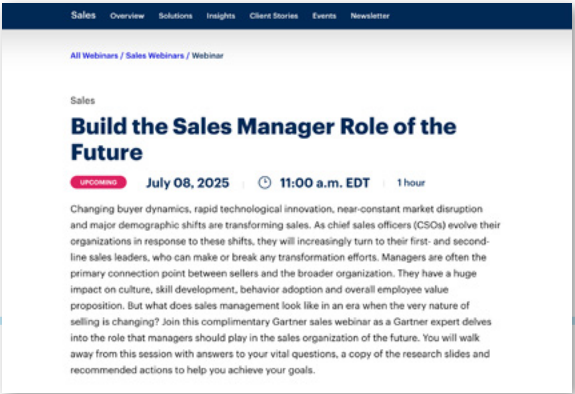


Source: Gartner

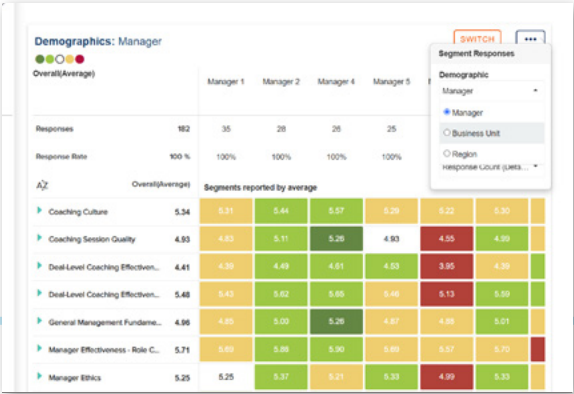
Take action with Gartner support



Attend the **Sales Manager of the Future Webinar** for an expert deep dive on how to best equip and leverage your sales managers as change agents.



Identify the strengths and weaknesses of sales managers throughout your organization with the **Frontline Sales Manager Diagnostic**.



Meet with a Gartner expert to identify high-impact opportunities for manager improvement.





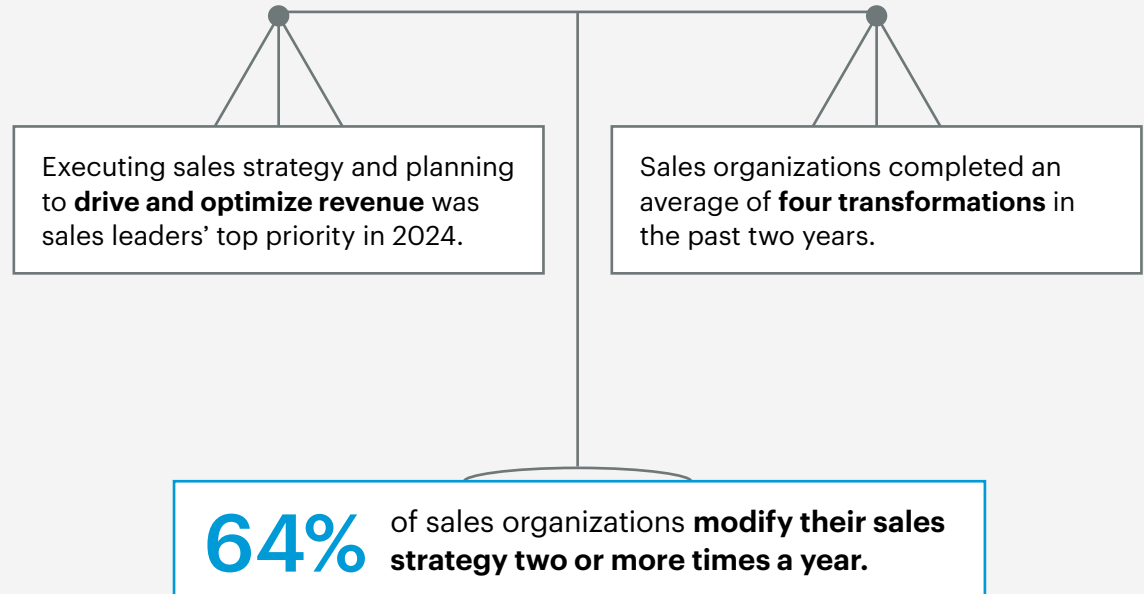
How should leaders prioritize capabilities and investments to ensure a successful sales transformation?

Today's VUCA (volatile, uncertain, complex and ambiguous) environment is triggering changes in buyer behaviors and purchasing trends. When you factor-in cultural shifts, data quality issues and the need for better coordination among sales functions, organization transformation is that much more challenging.

CSOs must lead comprehensive change initiatives and overhaul sales organization components to stay competitive. To do so, they should take into consideration:

- Process shifts to enhance the buyer journey
- Refocusing on operational excellence
- New seller skills required for modern sales environment
- Siloed functions and coordination challenges
- New metrics to measure success of initiatives

Balancing execution and longer-term transformations



Source: Gartner

Accelerate transformation with a roadmap of processes, competencies and technologies

CSOs face a renewed mandate to transform the sales function for improves sales effectiveness and efficiency. But the transformation must be continuous and multifaceted enough to consistently align with ever-evolving market demands, customer needs and expectations. A comprehensive transformation needs to account for:

- **Process optimization.** Redesign sales processes to be more customer-centric and efficient and enhance the buyer's journey.
- **Technology integration.** Implement and integrate advanced sales technologies and tools to enable data-driven decision making and improve sales productivity.
- **Skill development.** Identify which seller skills and training are needed and include training on new technologies, sales methodologies and customer engagement techniques.
- **Organizational alignment.** Align with other departments, such as marketing and customer service, to provide a seamless customer experience and drive business growth.
- **Cultural change.** Foster a culture of continuous improvement, agility and customer focus.
- **Performance measurement.** Pinpoint which metrics and KPIs are needed to accurately measure the success of sales initiatives and the overall transformation effort.

Top sales organizations are built for change and share similar DNA



1 Action-centered insight and design

They develop a granular understanding of how individual actions contribute to overall commercial performance.



2 Radical role simplification

They purposefully reduce the scope and complexity of sales roles through tech-as-a-teammate and action-centered design.



3 Adaptivity by design

They rapidly adapt to external events with minimal disruption.

Source: Gartner

Take action with Gartner support



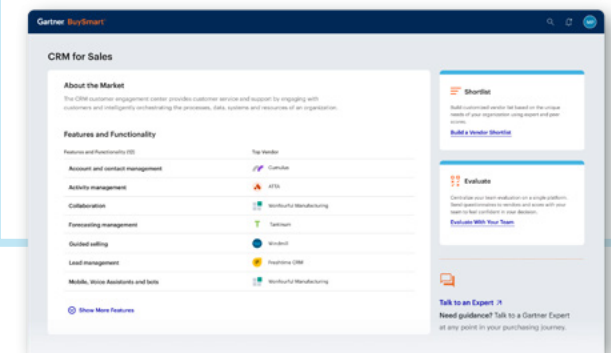
Watch the **Gartner Hype Cycle™ for Sales Transformation webinar** briefing to see the must-have capabilities for transforming the sales function, including trends that span across processes, team competencies and technology.



Explore the top current strategic priorities for CSOs in **Leadership Vision for 2025: Chief Sales Officers.**



Request a demo of **Gartner BuySmart™** to streamline your team's path to better technology decisions — fueled by industry-leading Gartner insights.



Accelerate transformation by mastering change

The future of sales is undeniably intertwined with the fusion of human connection and next-generation performance. As CSOs navigate a rapidly evolving landscape — one that reflects new technological advancements and shifting buyer expectations — it's imperative to embrace this evolution with urgency and strategic foresight.

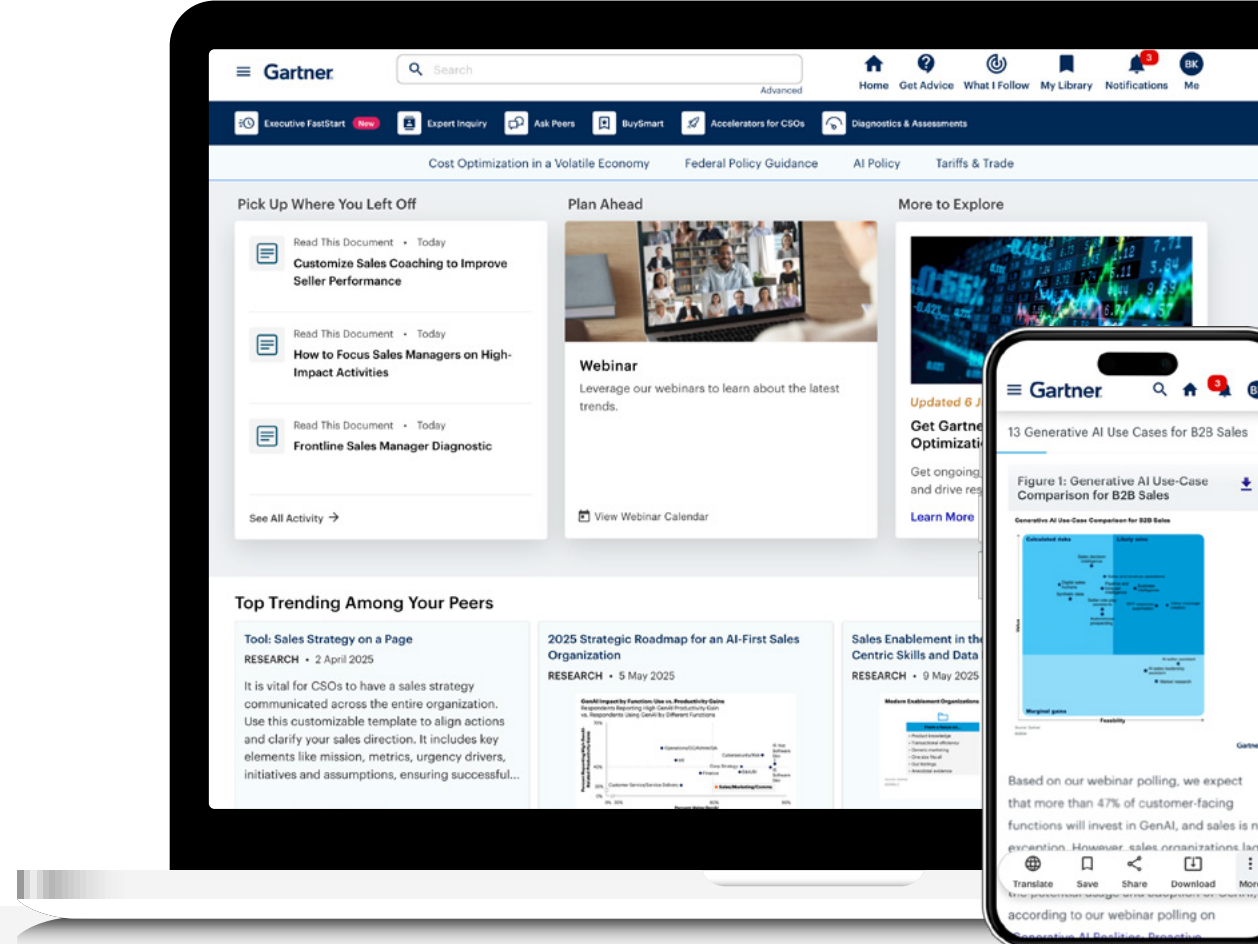
By leveraging managers as change agents, adopting a future-ready perspective, and prioritizing the right capabilities and investments, CSOs can drive meaningful transformation within their organizations. As we approach 2030, the ability to balance technological efficiency with authentic human interaction will define successful sales strategies.

Ultimately, the journey toward a successful sales transformation is multifaceted and requires continuous adaptation and alignment with market demands. The future of sales is not just about surviving change, but mastering it.

Gartner for Chief Sales Officers

Get actionable, objective insight for quicker decisions and stronger performance through practical research, exclusive sales expert access, interactive tools, events and strong peer networks.

→ **Learn More**



Expert Guidance



Unlimited access to experts to support your strategic initiatives.

Actionable Insights



Insights on CSO effectiveness, GTM design, talent management, sales ops and more.

Decisioning Tools



From benchmarks and frameworks to diagnostics and templates.

Engaging Events



Connect and learn from experts and peers at in-person and virtual events.

Presentations



Invite a Gartner analyst to present on the latest insights and research to you and your entire organization.

Connect With Us

Get actionable, objective insight that drives smarter decisions and stronger performance on your mission-critical priorities. Contact us to become a client:

U.S.: 1 855 811 7593

International: +44 (0) 3330 607 044

[Become a Client](#)

Learn more about Gartner for Sales Leaders

gartner.com/en/sales

Stay connected to the latest insight



Attend the Gartner CSO & Sales Leaders Conference

[View Conference](#)

© 2025 Gartner, Inc. and/or its affiliates. All rights reserved. CM_GBS_3712451

Gartner®