THE TOP 100
SALES LEADERS AND OPERATIONS EXECUTIVES

HOT TOPICS

THE FUTURE OF SALES
The people, trends and technologies shaping the long-awaited evolution of the sales industry
THE TOP 100 SALES LEADERS
Revenue is the oxygen upon which businesses survive. The sales leaders within enterprises therefore have one of the most mission-critical roles to play. Every CEO is focused on one thing: Growth in a fast changing and increasingly competitive world.

Sales leaders no longer simply manage hiring and firing or oversee weekly forecasting meetings. Today they are technology buyers, customer advocates and brand evangelists. They are the change agents of the enterprise shepherding their organizations through massive changes; tirelessly seeking out the networks, tools and technologies to help their teams do their jobs more effectively, scientifically and efficiently.

They are adding machine learning, automation and artificial intelligence to their organizations in order to gain insights into the patterns of their prospective buyers and remove much of the manual tasks that their roles entail today.

All of this energy is spent to free their teams up to focus on what they do best. Selling.

No-one is suggesting technology can replace the human nature involved in selling. In fact, quite the opposite. Great leaders want this technology to highlight their team’s talent, not replace it.

The numbers of people that work in sales are staggering. 1 in 8 people in the US is a salesperson and if you search for salespeople on LinkedIn, nearly 38 million results are generated. Sales leaders play arguably the most critical role in global economic growth.

Given their importance, we were astounded to find that there was no list celebrating the global leaders in sales. So we have partnered with Collective[i], one of the most important players in the sales space with its network for sales that is leading the transformation, to identify the top 100 sales leaders.

To do so, we evaluated hundreds of sales executives and selected the finalists, based on the following criteria:

1. Breadth and depth of experience;
2. Commitment to leadership development;
3. Contribution to the sales profession;
4. Measurable results in the form of stock performance;
5. Ability to adapt and innovate in a buyer centric world.
“I think predictive analytics - the use of data, machine learning, data mining and statistics to analyze current and historical facts to in essence, predict the future - will be game changing for sales and marketing. As we continue to see more advanced technology take shape through more powerful software and faster hardware, our ability to process vast quantities of data will become more efficient and intelligent.”

Bryan Cox
Zendesk
Chief Revenue Officer
THE TOP 100 SALES OPERATIONS & ENABLEMENT EXECUTIVES
The story goes that when Xerox first established a sales operations group in the 1970s to support with sales planning, compensation, forecasting and territory design, its leader Patrick Kelly, described his role as, “all the nasty number things that you don’t want to do, but need to do to make a great sales force.”

Fast forward to today and the sales operations or ‘sales ops’ function is the cornerstone of any effective sales organization.

In fact, some have gone as far to say that, given the importance of strategic analysis that links sales data to operations, that there will be an SIO, Sales Information Officer in every major sales organization.

As the trend towards data and automation grows in strength within the sales industry, sales ops leaders will only grow in stature and importance.

The diversity of the role requires sales ops professionals to be simultaneously strategic, process-driven, analytical and collaborative, to best enable the sales team to deliver results.

Hot Topics collaborated with Collective[i], the fastest growing and most important network in sales, to determine the top sales operations and enablement executives globally, based on the following criteria:

1. Ability to remove friction from the sales process;
2. Commitment to leadership development and training;
3. Ability to support a matrix, global sales organisation and allocate territories, accounts and incentives accordingly;
4. A commitment to the use of data and insight to enhance the sales process; and
5. Ability to adapt and innovate in a buyer centric world.
“Finding the next customer is the challenge of every sales team, thus technology that surfaces the right person, at the right company, at the right time, and with the right message will change the way sales people prospect.”