



AMERICAN MARKETING
ASSOCIATION



AMA-Gartner Perfect Pitch Competition

The AMA-Gartner Perfect Pitch Competition is a 90-second interview-style competition in which you position yourself as being a good fit for the Gartner Sales Development Program. Like an elevator pitch, your goal is to provide 2-3 key selling points on why you are an ideal candidate and then support these traits/qualifications with examples. And of course, the end goal is to request to move forward in the hiring process.

How the competition Works

The competition involves a 90-second or less presentation on why you would be a great Gartner employee. **Round 1 will take place on Friday, March 13th from 9:00 AM to 12:00 PM CST** and the **Final Round will take place on Saturday, March 14th from 9:00 AM to 12:00 PM CST** during the AMA International Collegiate Conference (ICC) in-person and individual time slots will be assigned by AMA council members. Participants will compete in-person and they will be allowed to give their 90-second pitch. Those selected to move forward to the Final Round will be notified Friday evening.

Perfect Pitch Criteria

- 90-second time limit
- Dress professionally
- Use of creativity - tell a story, relate to Gartner, etc.
- Did the pitch tie back to the Sales Development Program?
- Did the pitch catch the viewers' attention
- Did the pitch set you apart from the other competitors?
- Did the pitch make the listeners interested in interviewing you?
- Did the pitch include examples to provide evidence for statements made?
- Did the pitch include a call to action to move the hiring process forward?
- No Props allowed (will be disqualified)
- Cannot mention your school's name/where you are located (will be disqualified)

Gartner Overview:

We deliver actionable, objective business and technology insights to executives and their teams. Our expert guidance and tools enable faster, smarter decisions and stronger performance on an organization's mission-critical priorities.

Our unrivaled combination of expert-led, practitioner-sourced and data-driven insights steer clients toward the right decisions on the issues that matter most. As a \$6.3 Billion company, with 21,000 associates, and a member of the S&P 500, we are an objective partner with 14,000 client enterprises in 90 countries and territories — across every major function, geography, industry and market sector — and boast 45+ years of experience providing insights and expert guidance to client enterprises worldwide.

To learn more about how we guide the leaders who shape the world, visit gartner.com.

Work That Matters and Cultural Components of Gartner

At Gartner, we hire remarkable people, who collaborate and win as a team. We're inclusive and treat each other with respect and kindness. This is why we are consistently recognized as a great place to work by Fortune, Forbes, and other arbiters. We win as a team.

1. We impact clients' mission-critical priorities
2. We do the right things and great results follow
3. We get better, faster, stronger every year
4. We make objective, fact-based decisions
5. We are inclusive and respectful
6. We win as a team
7. We uphold the highest ethical standards
8. We embody a no-limits mindset
9. We prioritize relentlessly
10. We are humble and hungry

What our Sales Development Program Offers

The Gartner Sales Development Program is a 15 to 18 month long comprehensive development program to teach you the skills to move into a quota-bearing sales role. Within this program, the goal is to progress among three levels of increasing sales responsibility and earn promotions with each level.

How will the development program help me?

1. Build foundational skills that will help you launch a career in sales at Gartner
2. Learn to drive results and gain indispensable experience along the way as you help your aligned sales executive engage clients and close deals.
3. Accelerate your career growth in a fast track journey to become a Gartner Sales Executive.



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What we look for in top candidates?

1. Executive Presence: Ability to build value add relationships with senior stakeholders
2. Client Driven: Motivated by understanding and solving client problems
3. Coachable & a Quick Learner: Passion for ongoing learning and ability to grow with feedback
4. Purposefully Persistent: Persistence with confidence in Gartner's value proposition
5. Collaborative: Views success as a team sport

We offer world-class training, professional development, and unlimited growth potential. Here, you won't just grow your resume; you'll develop invaluable skills to excel today and build a meaningful career for tomorrow.

- [SDP JOB LINK](#)
- [SDP Brochure](#)

Resources:

- [About Gartner](#)
- [Early Careers Page](#)
- [Inclusion at Gartner](#)
- [Life at Gartner Blog](#)
- [Instagram Stories – All about SDP and Gartner](#)

Social links:

Twitter: https://twitter.com/Gartner_inc

Facebook: <https://www.facebook.com/GartnerInc>

LinkedIn: <https://www.linkedin.com/company/gartner>

YouTube: <https://www.youtube.com/user/Gartnervideo>

Instagram: <https://www.instagram.com/gartnercareers/>

Scan this QR Code to get connected with the Gartner team and learn more about future career opportunities.





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Sales Development Associate Job Posting:

[Sales Development Associate](#)

Fort Myers, FL or Irving, TX

About the Sales Development Program

Are you driven by results and achieving goals? Have a passion for problem solving? You've come to the right place. We're seeking sales associates to join our Global Business Sales or Global Technology Sales team. You'll be part of a fast-paced, dynamic team providing the highest level of sales support in procuring C-level individuals in some of the world's most successful companies as potential new clients.

You'll apply strategic thinking and relationship building to help get executives on board to solve the most pressing business challenges affecting Fortune 500 executives from around the globe. You will understand their critical initiatives, align Gartner research and expertise, and help Gartner maintain its growth by ensuring strong business development of new clients.

Upon joining Gartner, you will be aligned to one of two pathways – Account Management (AMX) or Business Development (BDX) where you will then be aligned with one or more Sales Executives. After successful completion of the Sales Development Program, you will have the opportunity to be promoted into a quota bearing role on one of our Sales teams.

What you will do:

Partner with Sales Executives to create customized strategic plans for sales territories, with a goal of supporting their monthly, quarterly and annual revenue targets.

Successful participation and completion of the sales development program training curriculum within 15 months.

Generate leads by prospecting potential clients, identify new sales opportunities with existing clients, and qualifying inbound leads.

Research prospective and existing companies, C-Level executives, business trends, and competitive intelligence to prepare relevant and tailored outreach to secure meetings.

Proactively schedule calls with prospective and existing clients via phone, email, LinkedIn, and cold calling.



Educate prospects and clients on the value of Gartner's renowned products and services. Shadow and/or own calls with aligned Sales Executive.

Support follow up actions to enable pipeline progression and drive client engagement.

What You Will Get:

Extensive support: work closely with and learn from colleagues, mentors, and managers.

Make an impact: the ability to do meaningful real-life work and learn executives' priorities and opportunities.

Meet great people: collaborate with like-minded, goal-oriented peers and mentors who are always there to help.

Be empowered: join an organization that allows associates to reach their full potential in an environment where everyone has equitable access to opportunities.

Have fun: socialize with other interns around the globe.

Fuel your future: develop your skill set as you look ahead to your future career.

What You Will Need:

- Bachelor's degree preferred (all majors welcome)
- Relevant work or internship in sales or customer service
- Unmatched ability to establish credibility with senior-level executives
- Advanced computer and internet search skills
- Varsity-level communication, writing, problem-solving, and time management skills
- Ability to plan and prioritize daily tasks/responsibilities
- Demonstrated ability to work well under pressure
- Collaborating with others to overcome challenges