

Round 01 Seller's Brief

Your Role

You are a sales executive at Gartner, with approximately 1 year of tenure. You focus on mid-sized B2B organizations with large, complex sales forces.

Your overall objective is to meet with leaders in these organizations and sell Gartner for Sales Leaders.

Overview

- Prospect Company: Meridian Automotive Components
- Industry: Automotive aftermarket & OEM components
- Headquarters: Dayton, Ohio
- Employees: approximately 600
- Annual Revenue: Approximately \$600M

About the Company:

Meridian manufactures and distributes brake assemblies, suspension components, and steering parts.

Go-to-Market Model: Long-term OEM supply agreements sold by a national field sales team selling to aftermarket distributors and large auto service chains.

Customers: OEM procurement teams, regional aftermarket distributors, multi-location automotive service chains.

Market Position: Well-established, operationally strong, but facing margin pressure and increasing customer expectations for speed, inventory management assistance, and accuracy.

Prospect: You Are Meeting: Terry Loe, Director of Sales Operations.

Meeting Context

You were introduced to Terry through Victoria (Vicki) West, a current Gartner customer, and VP of Sales Operations at a non-competing industrial manufacturer. Terry had been reading Gartner research notes on AI in sales and mentioned to Vicki that Meridian was beginning to experiment with AI tools in sales but might benefit from external perspective. Vicki made an introduction between you and Terry via email.

After few emails and phone calls, Terry agreed to a 20-minute exploratory conversation about how Gartner may be able to help Meridian with its AI usage. This is Terry's first direct interaction with Gartner.

Other Relevant Leaders:

- Robin Low – Chief Executive Officer
- Alex Morgan – Chief Revenue Officer (CRO) – Reports to the CEO

- Terry Loe – Director of Sales Operations (DSO) – Reports to the CRO
- Casey Nguyen – Vice President of Sales (VP) – Reports to the CRO

From LinkedIn

- Terry has been in sales operations for 12+ years, including prior roles in manufacturing and industrial distribution.
- Frequently posts about CRM optimization, sales analytics, and operational discipline.
- Recently shared an article about “AI’s promise vs. reality in B2B sales,” suggesting interest but cautious optimism.