

Semi-Finals Round 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: ApexMotion
- Industry: Robotics for Manufacturing
- Headquarters: Charlotte, NC
- Employees: Approximately 740
- Annual Revenue: Approximately \$400M

About the Company:

ApexMotion designs, manufactures, sells, and services:

- Articulated robotic arms for welding, assembly, and material handling
- Autonomous mobile robots (AMRs) for warehouse automation
- AI-enabled machine vision inspection systems
- Fully customized automation cells integrated into existing production facilities

Go-to-Market Model: Direct enterprise sales force, channel integrators, and aftermarket service team.

Customers: Automotive OEMs, Tier 1 suppliers, consumer packaged goods (CPG) manufacturers, and third-party logistics (3PL) warehouse operators

Market Position:

The company competes with global automation providers but differentiates through faster customization, vertical specialization (automotive & CPG), and world class post-installation service.

Prospect: You Are Meeting: Cameron Blake, Chief Sales Officer.

Meeting Context

One of your newest customers, Terry Loe (Director of Sales Operations at Meridian Automotive), told you about ApexMotion and introduced you to Cameron via email. He wasn't sure ApexMotion needed any help but thought it would be worth looking into. After a few phone call attempts (you were never able to speak with Cameron) and 5 email messages (a couple went unanswered) Cameron unenthusiastically agreed to meet with you for 20 minutes.

Other Relevant Leaders:

- Parker Shaw – Chief Executive Officer
- Rowan Ellis – Vice President of Sales
- Taylor Brooks – Director of Sales Operations

From LinkedIn

- 20+ years in industrial capital equipment sales leadership.
- Promoted to CSO two years ago after serving as VP of Global Sales.
- Recently posted: “AI is only as valuable as the revenue productivity it drives.”
- Shared commentary on profitable growth vs. growth at any cost.
- MBA; speaks at regional manufacturing leadership forums.
- Frequently highlights leadership accountability and performance discipline.