

Wildcard Round – Seller’s Brief

Your Role

You are a Gartner Sales Representative with approximately 1 year of tenure, calling on mid-sized organizations with large salesforces.

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

Overview

Prospect Company: MedAxis Health Solutions

Industry: Healthcare Technology & Services

Headquarters: Nashville, TN

Employees: 600-700

Annual Revenue: \$500M

What the Company Does:

MedAxis Health Solutions develops and sells population health management software and analytics services to hospitals, regional health systems, and large physician groups. Their offerings help providers manage chronic disease populations, improve care coordination, and succeed in value-based care models.

Go-to-Market Model: Direct B2B sales organization

- 75 – 100 quota-carrying sales reps across multiple U.S. regions
- Buyers include hospital executives, population health leaders, and IT stakeholders
- Sales cycles are long (6–12 months) and require strong executive-level selling

Market Position:

MedAxis competes against larger enterprise vendors and newer AI-driven healthcare startups. Leadership believes differentiation increasingly depends on sales execution quality, not just product capability.

Primary Buyer for This Meeting:

Chris Hauser, Director of Sales Operations

Other Relevant Stakeholders:

- Dana Brooks – Chief Executive Officer
- Marvin Anderson – Chief Sales Officer
- Jennifer Lee – Director of Revenue Enablement
- Lila Burns – VP of Sales
- Casey Reynolds – Regional Sales Manager

Meeting Context

You were referred to Chris by a Stacey Bartlett, one of your current customers, who is VP of Sales Operations at a marketing technology firm. Stacey mentioned to you she had met Chris at a tradeshow and that he/she had expressed some concern about how his/her sales reps were spending their time in terms of selling vs. non-selling activity.

Stacey introduced you to Chris via email and you followed-up with a separate message to set up a meeting. Chris agreed to a 20-minute introductory meeting to learn more about Gartner and how it helps organizations improve sales performance.

From Chris's LinkedIn Profile

- 10+ years in sales operations and enablement roles, primarily in healthcare and health IT
- Regularly engages with content on sales productivity, rep effectiveness, and manager coaching
- Background includes CRM optimization, sales territory design, purchasing, and sales negotiations.