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SAP Solution Brief | PUBLIC

Cloud Solutions from SAP | SAP Sales Cloud

# Drive Sales with **Intelligent Sales Automation**

THE BEST RUN



# Intelligent Selling **Made Simple**

Sales has evolved into a dynamic process that requires organizations to better understand buyers and engage effectively to deliver the **digital-first sales experiences that customers expect**. Sellers must be armed with the right set of tools and technologies to quickly overcome complexities, easily engage with buyers, and dynamically collaborate to navigate selling journeys. To meet these needs, high-performing sales organizations are turning to the SAP® Sales Cloud solution.

## Intelligent Selling Made Simple

Today, business-to-business buyers have more control over their purchasing journey. They're better informed, socially connected, and able to switch products, services, and vendors more easily than ever. By the time a customer reaches out to a salesperson, they are often more than halfway through their decision-making process.

To increase revenue, organizations need to remove friction between buyers and sellers and foster more focused, customer-centric activities. Leading

organizations can do this effectively by reducing the complexity of sales interactions through intelligent, digital-first automation. Improved business agility helps sales organizations eliminate gaps between go-to-market channels and provide offerings aligned with buyer needs and wants – including partner sales, third-party channels, subscription services, and service-based offerings. And you need to gain these capabilities with minimal IT investment and effort to accelerate time to value.

# Create **Meaningful** Customer Interactions and Win

SAP Sales Cloud enables intelligent, customer-centric sales processes that help sellers focus on the right business with the right insights to effectively cater to buyer needs. Deployed in the cloud and designed as a digital-first solution, it helps remove sales complexity and future-proof critical sales functions at scale. Plus, embedded intelligence provides insight where sellers need it most to make every interaction meaningful and grow revenue.

Modern sales organizations need to balance varied priorities. Besides meeting customer needs, you must increase the quantity and quality of the lead funnel, improve sales insights and forecasting capabilities to improve demand planning, and effectively engage on digital-first channels. Operationally, you need efficient processes uniting each line of business involved in the sales journey to accelerate onboarding time and retain your top sellers.

With SAP Sales Cloud, you gain tools to meet these priorities while equipping your sales organization with the understanding and insight it needs to engage and win in today's business environment (see the [table](#) on the following page).

Intelligent selling enables you to:

- Understand through insight so you can effectively connect with customers and capitalize on emerging trends
- Focus on high-value business through data-driven intelligence that helps eliminate noise and guide sellers
- Accelerate sales at scale without barriers so you can unify and grow operations globally to meet buyers on their terms

SAP Sales Cloud helps you connect great sales experiences to outcomes that matter for your customer so you can maximize lifetime value.

## **Create Meaningful Customer Interactions and Win**

Key Capabilities Enabled by SAP Sales Cloud

Gain the Right Insights Wherever You Are

Work Smarter So You Can Act Faster and Sell More

# Key Capabilities Enabled by SAP Sales Cloud

Uncover insights with a 360-degree view of customers	Empower effective digital-first sales engagement	Leverage intelligence to focus on the right business	Accelerate sales cycles and improve win rates with activity guidance	Provide frictionless engagement at scale
<ul style="list-style-type: none"> <li>• Drive customer advocacy by delivering meaningful interactions leveraging front- and back-office insights</li> <li>• Become a trusted advisor by guiding buyers based on their needs at each stage of their journey</li> <li>• Build deep relationships and connect with prospects, leveraging social and business insights</li> </ul>	<ul style="list-style-type: none"> <li>• Increase the rate of engagement and empower sellers to do more faster</li> <li>• Improve the quality of each interaction with scripted call lists for each segment</li> <li>• Maximize productivity with e-mail, telephone, insights, engagement analytics, calendar, and collaboration in one space</li> </ul>	<ul style="list-style-type: none"> <li>• Prioritize leads that are most likely to convert, using AI-driven insight and intelligent scoring</li> <li>• Focus sales resources on opportunities with the highest propensity to close</li> <li>• Proactively engage at-risk opportunities with forecast intelligence and visual pipeline analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Improve sales reps' time to value and outcomes with guided sales engagement</li> <li>• Deliver prescriptive recommendations based on real-time data to improve each interaction and win more business</li> <li>• Improve sales outcomes across different lines of business based on data</li> </ul>	<ul style="list-style-type: none"> <li>• Gain a view of sellers' actions and schedules with insights into real versus planned activity</li> <li>• Improve team performance with comprehensive meeting preparation, collaboration, and task planning, including clear tracking and oversight for coaching</li> <li>• Streamline lead-to-cash-to-fulfillment processes with less complexity and at a lower total cost of ownership</li> </ul>

Create Meaningful Customer Interactions and Win

## Key Capabilities Enabled by SAP Sales Cloud

Gain the Right Insights Wherever You Are

Work Smarter So You Can Act Faster and Sell More

# Gain the **Right Insights** Wherever You Are

In our increasingly digital world, your salespeople need to be more agile to respond to rapidly changing customer needs and competitive pressures. Going beyond the traditional approach to CRM sales software, SAP Sales Cloud helps you maximize the effectiveness of your sales reps to engage and win customers like never before.

The solution offers a fully featured native mobile experience so sellers can engage with customers anytime, anywhere. It provides the right insights at your fingertips, regardless of where you are.

In real time, you can manage activities, track performance, and leverage insights to take action (see Figure 1). This all happens within a highly intuitive interface that allows you to:

- Drive success with connected mobile selling capabilities and insights
- Improve field sales and digital selling performance
- Analyze productivity, trends, and signals to improve execution

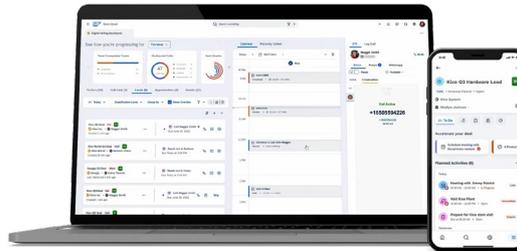


Figure 1: Features of SAP Sales Cloud

Create Meaningful Customer Interactions and Win

Key Capabilities Enabled by SAP Sales Cloud

**Gain the Right Insights Wherever You Are**

Work Smarter So You Can Act Faster and Sell More

# Work Smarter So You Can Act Faster and Sell More

Your prospects may already be interacting with your company through various channels. Without visibility into those interactions, your salespeople have limited ability to impact decision-making.

SAP Sales Cloud helps solve that challenge by empowering business users with a robust range of features that allow you to act faster and sell more (see the [table](#) on the next two pages). These features provide the essential sales automation functionality and embedded intelligence you need to improve business outcomes.

Understand your customer better. Turn critical insights into effective actions. SAP Sales Cloud empowers **intelligent, digital-first sales engagement** anywhere, anytime.

## Sales-force automation

- Drive revenue with connected lead, opportunity, and forecast processes
- Improve sales productivity with collaboration tools, interactive dashboards, and real-time customer analytics
- Maximize selling time with interaction automation and synchronization using common e-mail clients such as Microsoft Outlook and Google Gmail

## Embedded sales intelligence

- Focus sellers on prioritized leads and opportunities using intelligent scoring
- Increase deal velocity and win rates with AI recommendations and activity guidance
- Engage at-risk opportunities proactively with forecast intelligence and visual pipeline analysis

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## Key Features in Detail

Feature	Capability
<b>Mobility</b>	Benefit from a native mobile experience designed to improve sales performance and accelerate engagement.
<b>Guided selling</b>	Use real-time data to guide next-best sales actions with intelligent recommendations, improving outcomes and increasing time to value for new hires.
<b>Relationship intelligence</b>	Understand critical links between key contacts, account advocates, and internal staff to improve engagement and facilitate warm introductions.
<b>Lead, opportunity, and activity management</b>	Accelerate wins, programmatically nurture leads, and track team performance on campaign progress and outbound sales development.
<b>E-mail and calendar integration</b>	Integrate with Microsoft Outlook, Google Gmail, and other leading productivity tools, avoiding double data entry and enabling key customer information and notes to automatically stay in sync.
<b>Real-time analytics</b>	Track performance in real time and drive the right opportunities to close while steering clear of unwanted surprises. Forecast with ease and perform what-if analysis. Avoid end-of-quarter surprises with prepackaged dashboards, embedded reports, and advanced analysis tools.
<b>Predictive analytics and machine learning</b>	Discover hot leads and uncover new opportunities with real-time predictive scoring. Quickly identify top account influencers and bring them into the sales process. Combine the right mix of products, people, and partners to maximize your chance of winning the deal.

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Feature	Capability
<b>Flexibility</b>	Adapt to new or unique business needs with agility and enable a single point of entry for sales users leveraging in-app extensibility, workflows, mashups, and low-code or no-code extensions.
<b>Productivity and personalization</b>	Enjoy innovative features – such as tagging, flagging, in-line editing, and scheduling – designed to offer ease of use to today’s salesperson. Personalize custom fields, reports, and tiles to get quick access to information. Maximize efficiency with fast global search based on Elasticsearch.
<b>Collaboration and social selling</b>	Act from collaborative, digital deal rooms within SAP Sales Cloud that integrate with your existing Microsoft Teams deployment. Extend critical capabilities and help eliminate engagement gaps with composable business applications.
<b>Back-office integration and connection</b>	Leverage back-office information in real time to inform sales cycles. With native integration with the SAP ERP application and SAP Customer Experience (SAP CX) solutions, you can gain the right insight across accounts.
<b>Sales performance</b>	Turn your sales strategy into action with embedded intelligence, guided selling, and actionable sales programs. Track progress and results with full insight into each seller’s actions. Execute better with an extended set of SAP CX solutions to support business goals.
<b>Cloud-native solution</b>	Accelerate your sales organizations at enterprise scale with cloud-native software designed for speed, scalability, and security. Maximize user performance with optimized workspaces and user experiences that allow business users to do more with less clicks and effort.

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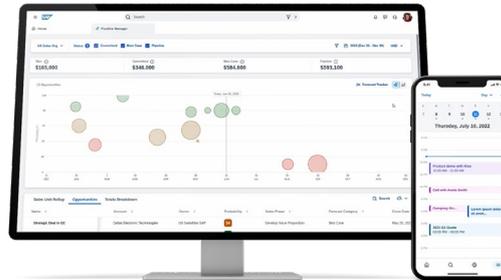
# Realize the Benefits of **Intelligent, Customer-Centric** Sales Automation

SAP Sales Cloud provides the tools and insights you need to understand your customers, improve sales engagement, and build relationships that last.

You can engage with customers intelligently and with a fully featured, native mobile experience that drives efficiency and insight for field sellers. Salespeople can explore data and better prepare for sales interactions with deep insights and data-driven recommendations (see Figure 2). These capabilities enhance the user experience to deliver the following business benefits:

- **Stronger customer connections:** Empower sellers to be trusted advisors and create lasting relationships with a comprehensive view of customer interactions, social insights, and selling guidance.
- **Greater productivity:** Engage customers strategically and make every interaction count by managing activities, advancing opportunities, and tracking performance.

- **Increased win rates:** Boost sales effectiveness with AI recommendations tailored to each opportunity and intelligent automation of labor-intensive tasks, such as automatically capturing the interactions you have with clients.



**Figure 2: Features of SAP Sales Cloud to Enable Salespeople**

**Realize the Benefits of Intelligent, Customer-Centric Sales Automation**

### Summary

Deployed in the cloud and designed as a mobile-first solution, the SAP® Sales Cloud solution helps streamline and automate critical selling processes. Embedded sales intelligence provides actionable insights so you can understand your customers better, improve sales engagement, and build relationships that create customer advocates and grow revenue.

### Objectives

- Understand insights so you can effectively connect with customers and capitalize on emerging trends
- Focus on high-value business through data-driven intelligence that helps eliminate noise and guide sellers
- Accelerate sales at scale without barriers so you can unify and grow operations globally to meet buyers on their terms

### Solution

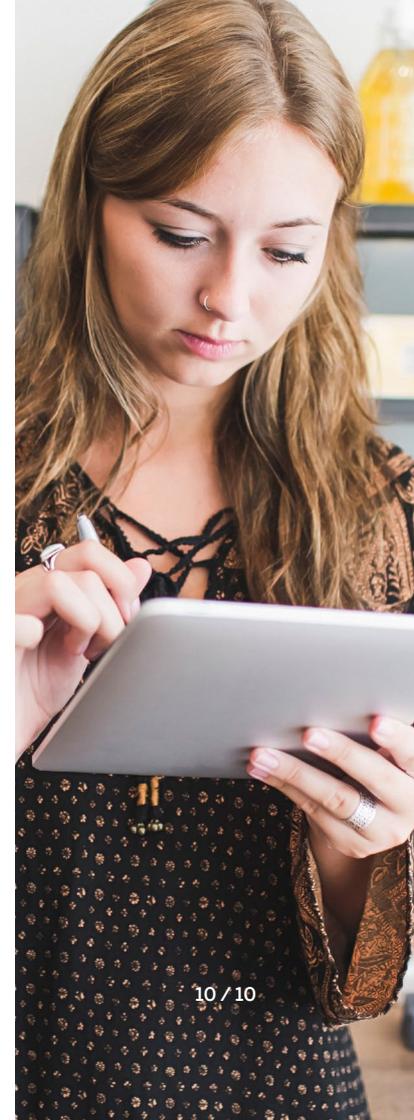
- Intelligent, digital-first sales automation with connected lead, opportunity, and forecast processes, collaboration tools, dashboards, and customer analytics
- Embedded sales intelligence with activity guidance, forecast intelligence, and visual pipeline analysis
- Optimized mobile experience with the ability to analyze productivity, trends, and pricing

### Benefits

- Optimized sales processes and analytics
- Support for sales teams online and offline
- Improved sales velocity and forecast accuracy
- Streamlined field and retail execution activities

### Learn more

To find out more, contact your SAP partner.



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