

SAP Solution Brief

Cloud Solutions from SAP | SAP Sales Cloud

Maximize Revenue with Intelligent Selling

Accelerate revenue growth with connected, insightful, and adaptive sales processes that help sellers connect with buyers in any business environment.



SAP



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Objective

Reach Buyers and Deliver Impactful Interactions

Modern B2B buyers have evolved. They have more control over the sales process and more requirements. In tandem, markets are more complex and new business models have emerged. Data suggests that only 50% of sales organizations believe they are keeping pace with the changing demands and expectations of buyers*. These critical shifts in expectation and pace are disrupters but also create new business opportunities. Sales organizations can overcome these challenges by harnessing actionable customer insights and connected data to win more business.

Businesses today have more purchasing options and full control of their buying journey. They're fully informed, digitally connected, and less loyal to vendors. Buyers often only reach out to a salesperson when they more than halfway through their decision-making process, including perceived needs and biases.

Gaining a competitive advantage requires connected, insightful, and adaptive sales processes that support several customer-driven market channels and business models – including partner sales, third-party channels, subscription services, and service-based offerings. And when you harness these capabilities, they need to be intelligent and intuitive to use, all with minimum IT investment.

The SAP Sales Cloud solution empowers you to create intelligent, guided sales experiences that remove guesswork and help sellers win more business, faster. Designed as a cloud-native, mobile-first solution, SAP Sales Cloud streamlines and automates critical selling processes while optimizing the user experience. Embedded intelligence and generative AI provide insights and recommendations to make intelligent sales engagement simple, helping sales organizations build customer advocates and grow revenue.

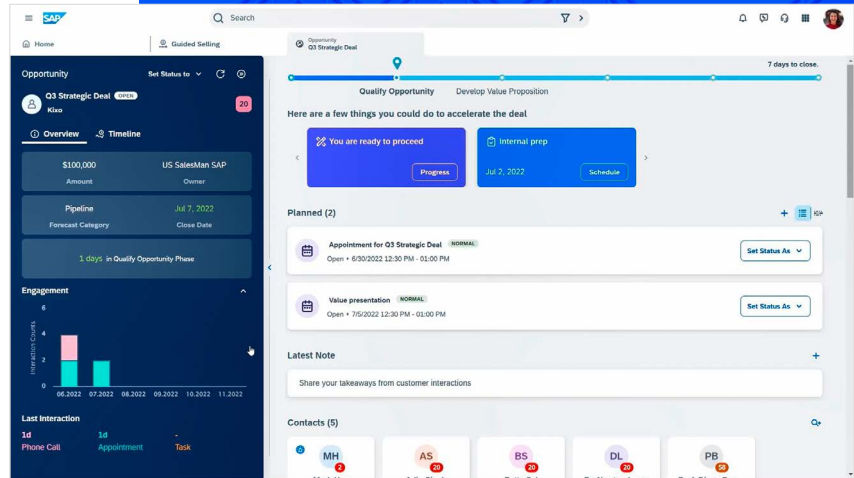




Solution

Increase Success with Intelligent Selling

Modern sales organizations face complex markets and need to balance varied priorities. Beyond meeting customer needs, your sales organizations needs to increase the quantity and quality of the sales pipeline and lead funnel; you need sales insights and recommendations that focus sellers and drive demand... all while improving personalization and increasing the number of value-add sales activities performed each day. Operationally, you need efficient, connected processes to accelerate sales cycles and improve the buyer experience. With the SAP Sales Cloud solution, you gain the tools to change new challenges into competitive differentiators by equipping your sales organization with the understanding and insight it needs to engage buyers intelligently.



The SAP Sales Cloud solution helps organizations:

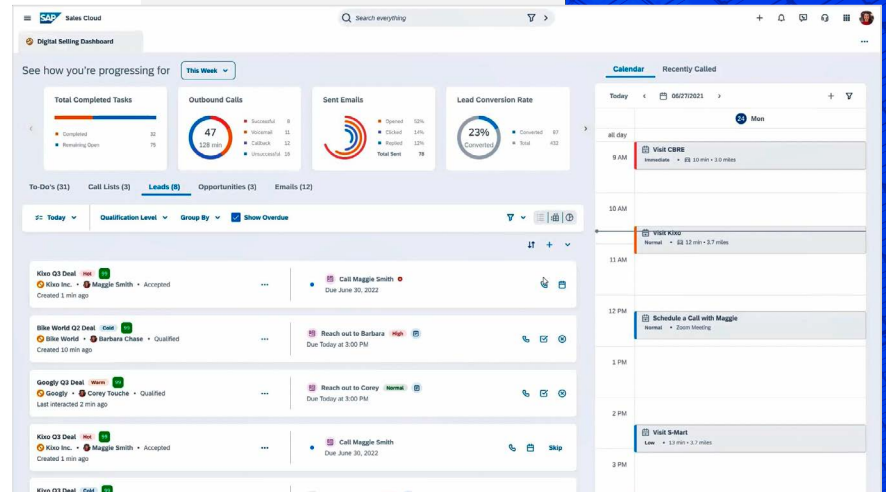
- Connect data and lead-to-cash processes at all levels, providing sellers with a seamless, intelligent selling experience that helps improve outcomes
- Empower sellers with insightful information and recommendations that provide context and direction at each stage of the selling journey
- Adopt adaptive sales processes that helps sellers match complex customer requirements and identify new opportunities even in changing market conditions



Solution (cont.)

Connect Data, Processes, and People to improve outcomes and maximize revenue.

In our increasingly digital world, sales organizations need systems that make customer engagement a smooth and connected experience for both buyers and sellers. The SAP Sales Cloud solution helps organizations deliver a seamless sales experience across critical business functions by uniting data, processes, and people. This connected lead-to-cash approach improves speed of engagement and accelerates opportunity progression. Data from your extended value chain becomes actionable intelligence to propel sales success. SAP Sales Cloud empowers you to create customer-centric sales experiences that build advocacy. Deployed in the cloud and designed as a digital-first solution, it streamlines and automates critical selling



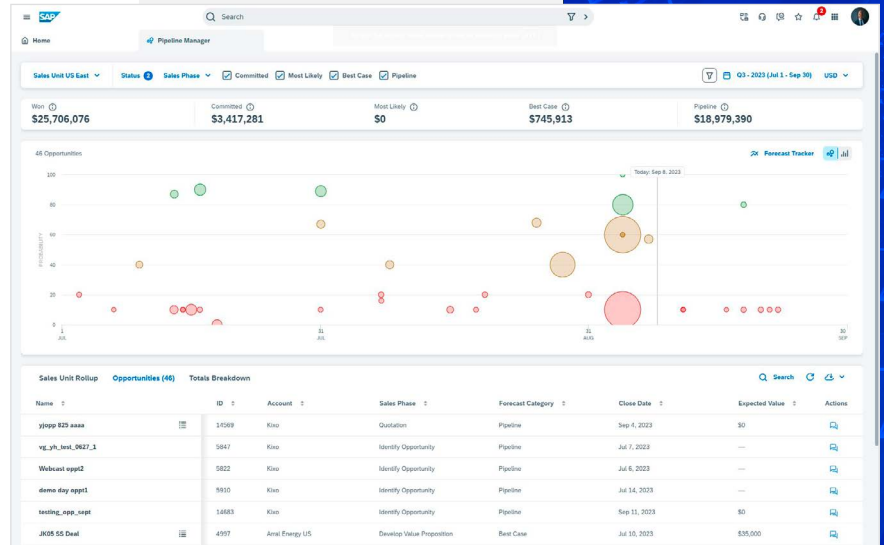
processes allowing you to engage buyers without friction and improve seller-buyer relationships at each stage of the purchase journey.



Solution (cont.)

Leverage insight and intelligence to accelerate at scale.

Your prospects may already be interacting with your company through various channels or may have even shown purchase intent through digital properties or service interactions. Without visibility into those interactions, your salespeople have limited ability to impact decision-making. SAP Sales Cloud helps solve that challenge by making data actionable through guided selling, intelligent recommendations, and generative AI. Actionable insights help sales organizations prioritize high-conversion deals and improve the quality of sales interactions. By arming sellers with the right signals, next-best actions, and analytics to make intelligent selling decisions, sales organizations can maximize productivity and increase deal speed. Additionally, embedded smart features like relationship intelligence and predictive lead scoring →





Solution (cont.)

Leverage insight and intelligence to accelerate at scale.

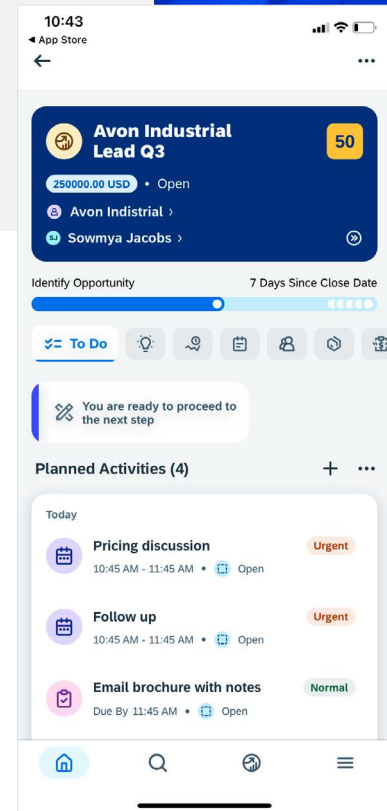
- help sellers understand key players, existing relationships, and propensity to win.

Both buyers and sellers are on the go and are accustomed to having insights at their finger tips. Your critical capabilities that facilitate sales should be no different. SAP Sales Cloud helps sellers deliver impactful interactions from anywhere, at any time. The native mobile app provides sellers with an optimized mobile sales experience that improves usability with user friendly features like gesture driven navigation, voice interaction, and AI-driven digital sales assistance.

Pipeline and forecast management are critical functions for effective sales organizations. Sales managers need

insight into the strength of their forecast, the likelihood that each deal will come in, and the tools to explore data in real-time. SAP Sales Cloud helps make intelligent pipeline and forecast management simple with AI analysis and propensity modeling. Real-time data is used to intelligently measure forecast accuracy and identify gaps so managers can proactively engage and prevent fall through.

With SAP Sales Cloud sales organizations can harness actionable insights at scale to truly understand each customer and tailor sales engagement to improve outcomes.

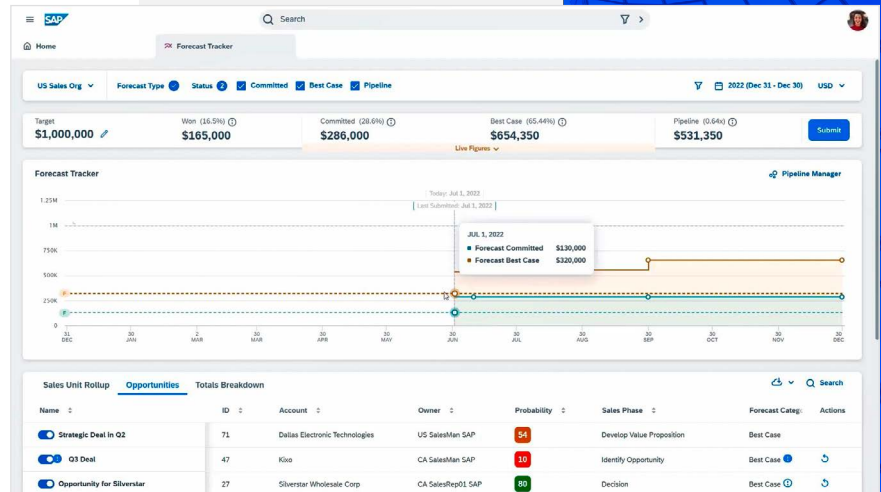




Solution (cont.)

Adapt to changing business demands and secure new opportunities.

B2B markets are heavily impacted by macroeconomic events like supply chain disruptions, emerging trends, regulatory changes, and new business models. While any change to existing markets can be challenging, it also opens the door to new business opportunities. The SAP Sales Cloud solution helps sales organizations adapt to new market drivers and capture strategic opportunities with guided sales interactions, composable processes, and AI powered features that provide the next-best action based on the latest internal and external signals. This allows sales organizations to ride the wave of what's hot while shifting focus and sales methodology to win more business. Leveraging AI generated highlights, summaries, call scripts, and customer email communication allows sellers to effectively engage with customers faster without missing a beat.



SAP Sales Cloud helps organizations guide sellers through complex purchase journeys to improve deal velocity and win rate. When sales organizations employ an intelligent approach selling becomes more successful in the long term.



Key Features in Detail

Generative AI



Improve business outcomes with AI generated sales insights and outreach including customer emails, call scripts, opportunity summaries, deal highlights, and more.

Guided Selling



Help sellers focus on the right sales actions through intelligent, guided selling workflows that simplify customer engagement and gamify deal progression.

Mobile Selling



Maximize sales productivity and improve engagement from any location with the native SAP Sales Cloud mobile app. Use AI assistance, mobile optimized navigation, and natural language processing to do more, faster.



Key Features in Detail (cont.)



Digital Sales Acceleration

Empower digital sellers to take more actions, faster with workspaces designed to improve engagement rate, prioritization, conversion, and manager oversight regardless of team location.



Customer View 360

Gain a full view of each customer, buyer, and stakeholder with full insight into past and planned interactions, timeline, purchase history, back-office data, and more. Use embedded translation to understand customer needs and build connection across language barriers.



Relationship Insights

Foster warm introductions and improve customer communication with a clear understanding of internal / external connections, relationship strength, and communication history.



Key Features in Detail (cont.)



Pipeline Intelligence

Understand the evolution of your sales pipeline with intelligent analysis and intuitive visualizations that help proactively identify and resolve issues with root cause analysis.



Intelligent Forecast Management

Improve forecast accuracy with AI driven analysis of your forecast based on real-time data, probability of attainment, and clear insight into at-risk deals that may slip. Use propensity modeling to explore several scenarios and take action proactively to hit goals.



Real-time and Predictive Analytics

Track performance with dashboards, KPIs, reports, and more or explore and manipulate data in real-time to glean insights and drill down. Utilize embedded intelligence and AI driven predictions to understand expected outcomes and model different scenarios.



Key Features in Detail (cont.)



Collaborative Selling

Unify collaboration and sales activities across stakeholders with clear insight into current, past, and planned actions with full email and calendar integration with leading office productivity tools. Accelerate deals with digital deal rooms via deep Microsoft Teams integration.



Connected Sales Automation

Connect lead-to-cash processes across your sales organization and increase productivity with optimized user experiences and unified management of critical sales functions like leads, opportunities, contacts, activities, quotes, orders, and more with seamless integration with SAP S/4 HANA.



High-performance Cloud

Get up and running quickly with a purpose built, cloud-based sales automation solution offering enterprise functionality, full extensibility, and scalability with high-performance.



Conclusion

Intelligent Selling, Made Simple

The SAP Sales Cloud solution helps organizations improve outcomes by shaping sales behavior with embedded intelligence and contextual insights within the sales journey where sellers need them most. Guided sales actions use AI and connected data to tailor sales interactions to the unique needs of each buyer and stakeholder. Generative AI capabilities, like outbound email creation, further increase performance and allow sellers to take more actions, faster and with the right insights. With a connected lead-to-cash processes at all levels, sellers and sales managers can engage with customers and focus on winning business.

- **Stronger customer connections:** Empower sellers to be trusted advisors and create lasting relationships with a full view of every customer, intelligent recommendations, and generative AI assistance.
- **Greater productivity:** Engage customers strategically and make every interaction count by harnessing actionable insights, optimizing digital and mobile selling, and guiding sales actions.
- **Increased win rates:** Boost sales effectiveness with intelligent sales automation and AI recommendations tailored to each opportunity, allowing sellers to focus on building customer relationships and winning business.

[Learn more >](#)



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