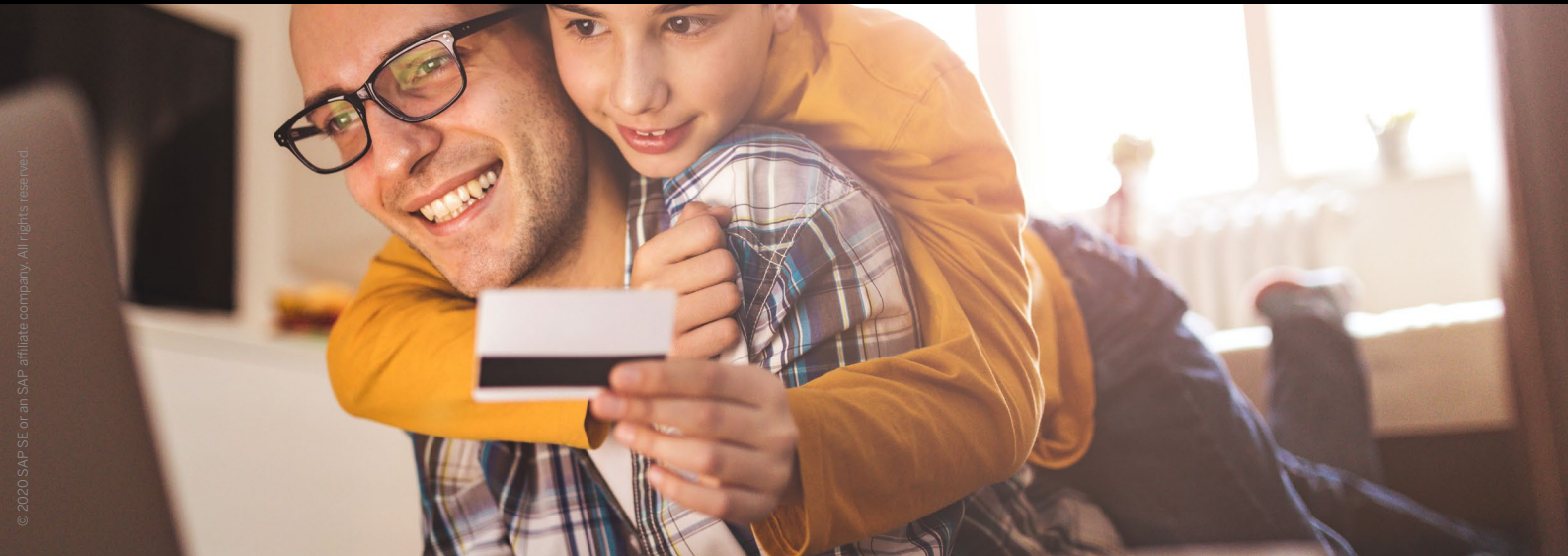**SAP Solution Brief**
Cloud Solutions from SAP | SAP Sales Cloud

Drive Sales with Customer-Centric Automation

THE BEST RUN **SAP**

Meet the Needs of Today's Empowered Buyer

Buyers today have control over the sales process and define their own experience. Therefore, you need to know your customers' unique challenges, their industry, and how to help them achieve their business objectives to build deep customer connections that result in revenue. To meet these needs, high-performing sales organizations are turning to the SAP® Sales Cloud solution.

Today's customer is in control of their buying 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 the flexibility to support more go-to-market channels and models 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 minimum IT investment and effort to accelerate time to value.

The SAP Sales Cloud solution empowers you to create customer-centric sales experiences that build advocacy. Deployed in the cloud and designed as a mobile-first solution, it streamlines and automates critical selling processes. Plus, embedded intelligence provides insight to make every interaction meaningful to create customer advocates and grow revenue.

Empower Meaningful Customer Engagements and Win

Modern sales organizations face varied priorities. Besides meeting customer needs, you have to increase the quantity and quality of the lead funnel; you need improved sales insights and forecasting capabilities to drive improved demand planning. Operationally, you need efficient processes to accelerate onboarding time and retain your top sellers.

With the SAP Sales Cloud, you gain the 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).

The solution empowers your sales organization to:
- **Understand** buyers and build relationships based on a 360-degree view of every front- and back-office touch point
- **Engage** prospects with collaborative, personalized sales interactions that make every conversation count
- **Deliver** on your brand promise with frictionless, buyer-driven engagements that provide value and foster lasting relationships

Empower Meaningful Customer Engagements 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

Increase revenue and foster advocacy by supporting customer-centric sales engagements with a 360-degree view of every customer and interaction.

Key Capabilities Enabled by
SAP Sales Cloud

Uncover insights with a 360-degree view of every customer	Deliver impactful sales interactions from anywhere at any time	Focus sellers on the right business with intelligent sales	Accelerate sales cycles and improve win rate with activity guidance	Provide frictionless engagement with deep integration
• Drive customer advocacy by delivering meaningful interactions leveraging front- and back-office insights • Become a trusted advisor by guiding buyers based on their needs at each stage of their journey • Build deep relation-ships and connect with prospects leveraging social and business insights	• Streamline selling and simplify actions with voice-to-text and click-to-call functionality • Increase sales efficiency with next-action recommendations and virtual voice assistance • Know your customer at a glance and engage online or offline	• Prioritize leads most likely to convert with AI-driven insight and intelligent scoring • Focus sales resources on opportunities with the highest propensity to close • Proactively engage at-risk opportunities with forecast intel-ligence and visual pipeline analysis	• Deliver effective customer interac-tions with tailored best-practice guidance • Improve sales outcomes across different lines of business • Ensure execution consistency across diverse sales organizations	• Improve buyer interactions and exceed delivery expectations with real-time pricing, inventory, and available-to-promise insight • Engage customers strategically with a full view of active service issues and fulfillment inquiries with prepackaged integration to enterprise software • Streamline lead-to-cash-to-fulfillment processes with less complexity and at a lower total cost of ownership

Empower Meaningful Customer Engagements 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

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Gain the Right Insights Wherever You Are

In our increasingly digital world, 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 maximizes the effectiveness of your sales reps to engage and win customers like never before.

The solution offers a fully featured mobile experience so you 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 and track performance (see the figure). Even when you're offline, you can quickly turn valuable insights into effective action. This all happens within a highly intuitive interface that allows you to:

- Drive success with connected mobile selling capabilities and offline and online synchronization
- Improve field operations and retail execution activities with route optimization, personalized activity plans, and dynamic visit surveys
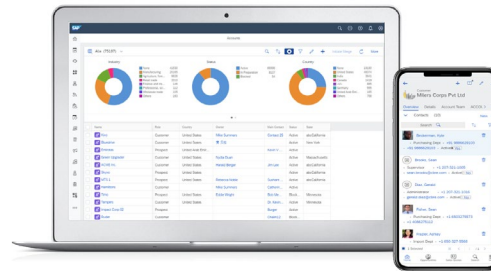- Analyze productivity, trends, and pricing to improve execution

Figure: Features of the SAP® Sales Cloud solution

Empower Meaningful Customer Engagements 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 helps you sell your product or service anytime and anywhere.

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 with common e-mail clients such as Microsoft Outlook and Google Gmail

Embedded sales intelligence
- Focus sellers on prioritized leads and opportunities with high adoption of 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

Empower Meaningful Customer Engagements and Win

Key Capabilities Enabled by SAP Sales Cloud

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Key Features in Detail

Feature	Capability
Mobility	Receive mobile support for iPhone, iPad, Android devices, and Windows tablets.
Account and contact management	Make fast account updates, get complete customer intelligence, and quickly scan a business card from your mobile device to create a lead or opportunity.
Lead opportunity and activity management	Accelerate wins by tracking activities; collaborating with internal teams, customers, and partners; submitting quotes and sales orders; keeping tabs on competitors; and obtaining guided selling materials specific to each deal.
E-mail and calendar integration	Integrate with Microsoft Outlook, Google Gmail, Lotus Notes, and Evernote, avoiding double data entry and enabling key customer information and notes to stay automatically in sync.
Real-time analytics	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. With prepackaged dashboards, embedded reports, and advanced analysis tools, you'll avoid end-of-quarter surprises.
Predictive analytics and machine learning	Discover new leads and uncover new opportunities in existing accounts 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 the chance of winning the deal.

Empower Meaningful Customer
Engagements 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**

Feature	Capability
Productivity and personalization	Enjoy innovative features, such as tagging, flagging, in-line editing, and scheduling – designed to offer today's salesperson ease of use. Personalize custom fields, reports, and tiles to get quick access to information.
Collaboration and social selling	Collaborate with your sales team, internal experts, customers, and partners – all in the context of your accounts and opportunities with built-in integration to SAP Jam Collaboration for use in enterprise social collaboration. Build long-term relationships by engaging customers in kickoff meetings, requirements collection, or issue resolution.
Back-office integrations and mash-ups	Get back-office information pushed to you in real time. With native integration with the SAP ERP and SAP Customer Relationship Management applications and business application mash-ups, you can be always up to speed on your accounts.
Industry-specific capabilities	Gain industry-specific capabilities that allow you to target your approach to meet the unique needs of customers. Learn more about our specific capabilities across industries such as retail execution and manufacturing.
Sales performance management	Turn sales strategy into action with guided selling, and execute better with solutions for territory management, pipeline management, forecasting, quota planning, reporting, and analytics. Enhance onboarding, sales enablement, learning, coaching, and leadership development through integration with SAP SuccessFactors® solutions and SAP Jam Collaboration.
Cloud-based platform	Get up and running quickly with cloud-based delivery. Gain value with simplified subscription pricing.

Empower Meaningful Customer Engagements 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

Realize the Benefits of
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 with a fully featured, responsive mobile experience that drives efficiency and insight. Explore data and prepare for sales engagements with deep and at-a-glance insights. When needed, transition from online to offline and stay productive. These capabilities combine to deliver the following business benefits:

- **Stronger customer connections:** Empower sellers to be trusted advisors and create lasting relationships with a full view of every customer interaction, social insights, and selling guidance.
- **Greater productivity:** Engage customers strategically and make every interaction count by managing activities, advancing opportunities, and tracking performance – offline and online.
- **Increased win rates:** Boost sales effectiveness with AI recommendations tailored to each opportunity and intelligent automation of labor-intensive tasks, such as automatically capturing all interactions you have with clients.

Realize the Benefits of Customer-Centric Sales Automation
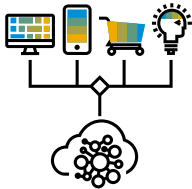
Enhance the customer experience and accelerate the buying process while empowering your sales force to **engage customers like never before**.

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 insight so you can understand your customers better, improve sales engagement, and build relationships that create customer advocates and grow revenue.

Objectives

- Empower sellers to deeply understand buyers and build relationships with a 360-degree view of every front- and back-office touch point
- Engage prospects with collaborative, personalized sales interactions that make every conversation count
- Deliver on your brand promise with frictionless, buyer-driven engagements that provide lasting value

Solution

- Sales-force 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 execution with offline and online synchronization and 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, call your SAP representative today or visit us **online**.
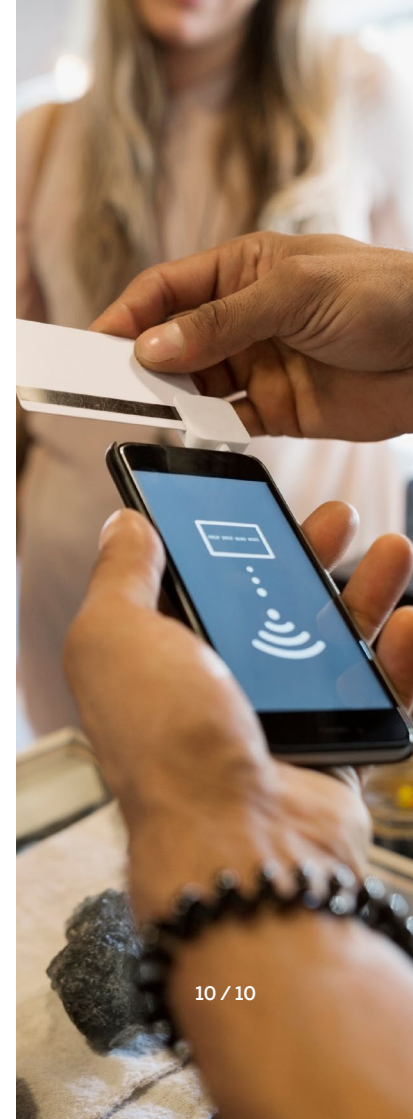
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