

SAP® Sales Cloud

Gain Better Customer Insights and Sell More Effectively





Salespeople only spend 36% of their time selling, with the rest of their week consumed by other tasks. They don't just need to make "more" calls, they need to make "great calls" as well.¹

57%
of the B2B purchase process has already been completed by the time a decision-maker contacts a sales rep.²

Aligning the Selling Process with Customer Needs

Keep Ahead at Every Step of the Buyer's Journey

Improve Your Knowledge to Increase Your Sales Power

When today's customers first make contact with your sales team, they have done their homework already. They know about the features and prices of your products and what competitors have to offer. For your sales experts, that means a fundamental shift. They need to be able to answer detailed questions about your portfolio – and they have to do it quickly. At the same time, personalized products and services have become the norm, meaning there is so much more for your sales team to know than in the past. And the stakes are higher: Customers today are gone faster than before and only a few of them ever come back.

With SAP Sales Cloud, you can align your sales team to your customers' needs. The solution integrates the entire sales process and connects it with insights from marketing. Based on a detailed profile of each customer, you see at a glance who your sales reps should talk to, when the perfect time for a talk might be, and how you could really benefit your customer.

What Benefits Does SAP Sales Cloud Offer?

- **Sell anytime, anywhere:** Access information about your customers, your companies' products, and the competition whenever you need it.
- **Turn insights into action:** Integrate a variety of customer data sources and use real-time analytics to make better sales decisions promptly.
- **Spend more time selling:** Enhance the productivity of your entire sales team with simplified, highly automated sales processes.
- **Know your customer:** Connect to each individual in a personal, relevant way with a 360-degree view of all your customers.

SAP Sales Cloud equips your sales team with the tools they need to understand your customers' challenges – and respond to them. The result: You shorten sales cycles, predict revenues more accurately, and sell more effectively.

¹ Source: CSO Insights Sales Enablement Optimization Study, 2016

² Source: "The digital future of B2B sales", Roland Berger, Google

Automate and Evaluate Your Sales Activities

Catering to the individual needs of each customer is easy when your company is small. But manual personalization doesn't scale well. SAP Sales Cloud has therefore been developed with the highest degree of sales force automation in mind. That means your sales team needs less time for administrative tasks and can concentrate entirely on closing deals. Automated workflows streamline the most important tasks, such as:

- Ensuring that data about customer contacts is up to date
- Turning a prospect into a customer
- Converting a lead into an opportunity
- Accelerating the process from sales proposition to order

Configure Price Quotes with Built-In Functionality

With SAP Sales Cloud, you even have the option to go beyond automated buying propositions. Determine individual prices, taking the significance of a customer for your company and current market trends into account. Or change a rigid pricing model into subscription-based billing to accommodate a business model change from selling products to selling services.

Know More in Less Time

In your daily work, dashboards – both on desktop and mobile apps – show the most relevant KPIs at a glance. Is the sales pipeline filled? Do you have enough opportunities to reach your goal? What about the team quota? Functions for sales performance management help you evaluate your sales activities, identify which ones are successful or ineffective, and adapt quickly.

What's more, thanks to machine learning you can now evaluate the probability of each lead and opportunity turning into a new customer. This allows your sales team to focus on the most promising contacts.

Establish a Customer-Centric Sales Department with intelligence

SAP Sales Cloud is part of the SAP C/4HANA suite of solutions for customer experience, one of the cornerstones of the digital SAP strategy. With years of experience in this field and working closely with SAP, itelligence helps you define your individual roadmap for the digitization of sales. Using our own migration solutions and a unique implementation methodology, we bring you up to speed – no matter if you want to keep a legacy SAP CRM system or have already started your SAP S/4HANA journey.



Intuitive dashboards for sales management help you keep an overview and enhance forecasting.



With its many years of SAP and SAP Hybris® experience, itelligence can provide businesses with everything they need regarding the new SAP Customer Experience and SAP C/4HANA.

We support companies of all sizes with the integration of separate solutions such as SAP Sales Cloud, the whole SAP C/4HANA suite, and the SAP S/4HANA core technology, highlighted by a range of SAP Hybris awards and many successful SAP Hybris projects in B2B and B2C markets around the globe.

Due to SAP's major realignment in the CRM environment, having an expert partner will be more important than ever in the coming years.

Why itelligence?

itelligence has worked with businesses of all sizes for nearly three decades to help them get the most out of their SAP solutions. We support companies throughout their entire SAP journey, from planning to consultation, implementation, operation, and managed services.

**Find out how
itelligence can help
you sell more and
increase customer
retention.**

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