

SALES, GET YOUR MOJO BACK!

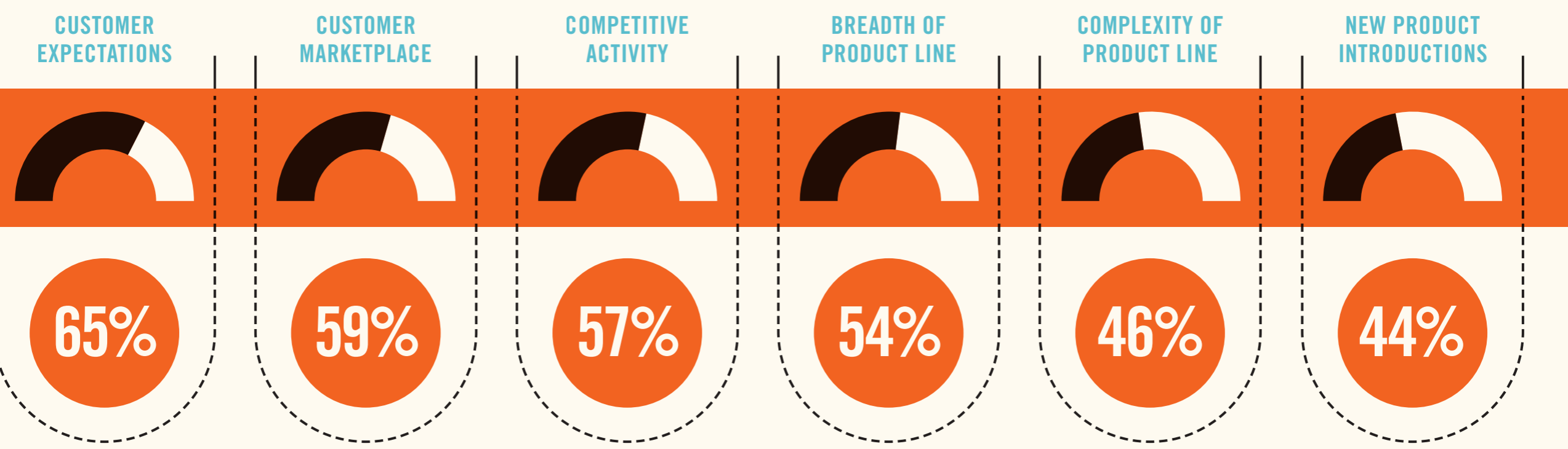
WOO AND WIN THE EMPOWERED BUYER

BUYERS ARE CALLING ALL THE SHOTS NOW, SO IT'S TIME TO ADAPT AND RESPOND, IF YOU HAVEN'T ALREADY. Sales teams can't just dictate the buying process anymore; mapping the buyer's journey is key to winning business. For higher-value engagements, companies must anticipate and meet their audiences' needs. With most of the buying process (57%, according to CEB) complete before the customer even interacts with a salesperson, there's no time to lose—that is, if you plan to stay relevant in today's market.

THE SALES IMPERATIVE

Half of B2B sales staff routinely miss their quotas. Why?

WHAT CHANGES MOST IMPACT SALES TEAMS?

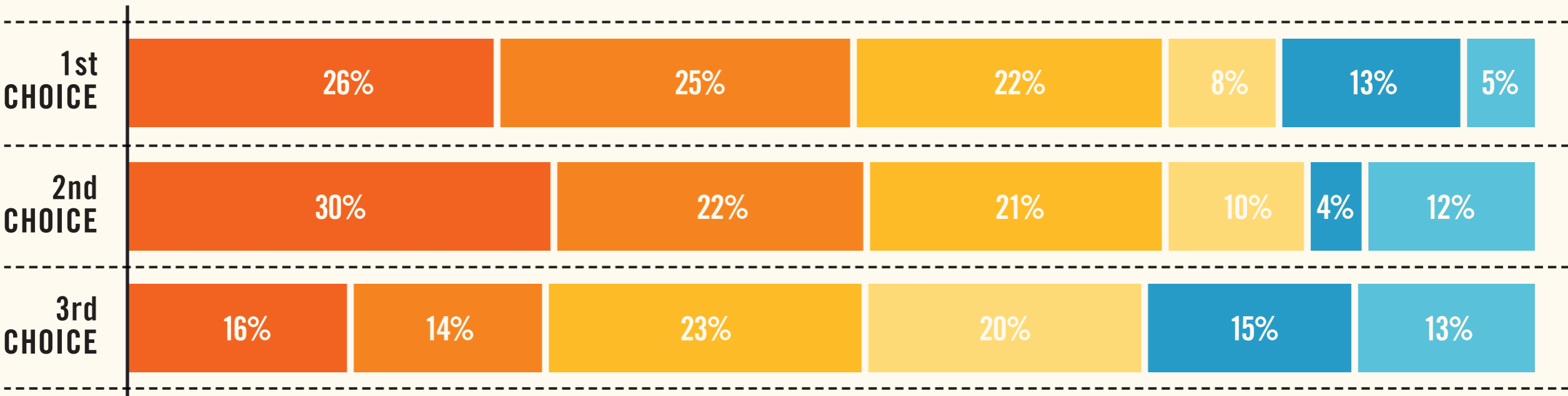


TOOLS FOR SALES TRANSFORMATION

74% of sales CRM deployments are poorly adopted. Out with the old; in with the new. It takes next-gen strategies and technology to engage and win today's empowered customer.

WAITING FOR THE RIGHT SALESPERSON TO COME ALONG

When seeking a knowledgeable sales rep to aid in technology buying decisions, customers prefer the following attributes:



*Percentages do not add to 100% due to rounding.

THE ONGOING SALES/CUSTOMER ALIGNMENT CHALLENGE

If you don't predict and align your sales motion to what matters most to your customers at any given time, you won't just miss out on sales, you'll also miss the opportunity to make those customers your best advocates. Use the right insights to understand your buyers' behavior, and tailor your approach to be relevant and personalized to move alongside them.



THE NEXT STEPS

TARGET CUSTOMERS WHO DELIVER THE MOST VALUE.
Focus on the customers who will deliver the most success with the least amount of work.

DISCOVER WHAT CUSTOMERS CARE ABOUT MOST.
Deep and predictive insights about who your customers are, what they care about, what makes them each tick and what they must do to succeed —anytime—empower you to make each interaction relevant and meaningful to close deals.

GUIDE YOUR CUSTOMERS THROUGH THE BUYING JOURNEY.
Share your knowledge and best practices to help customers address business challenges in new ways. Become their trusted advisor to accelerate movement through each buying stage.

WIN BY GOING THE EXTRA MILE.
Improve team collaboration and streamline the final steps of the close, delivering a buying experience that sets you apart from competition.

DOWNLOAD THE FULL SAP-SPONSORED HARVARD BUSINESS REVIEW ANALYTIC SERVICES REPORT "WINNING AT SALES IN A BUYER-EMPOWERED WORLD" AT sap.com/cloudforsales