How to Adopt Smart and Simple Best Practices For Growing Sales
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• Key Challenges
• Playing to Win
• SAP CEC – Cloud for Customer
• Case Study – Australian Gas
The traditional approach to sales is on the brink of extinction

Digital is disrupting customer interactions
- Business customers are 57% through their buying process by the first sales call

We are fighting fire with fire (and losing)
- 400% increase in adoption of mobile technologies
- <50% of companies providing mobile access to sales & customer data
- 56% are still not satisfied with their management insight—despite investments into analytics

The traditional field of play is shrinking
- 2/3 of customers switched at least one of their providers last year
- $6.2 Trillion Global Switching Economy
- 4-10x cost of winning a new customer vs. growing an existing customer

Sales productivity continues to decline …
- 35% of time is spent selling down from 41% (in 2011)
- 20% Turnover is up 3 points
- 6 months To complete onboarding

…while selling roles have fundamentally changed
The emergence of the new **Non-Stop Customer** has transformed the buy/sell relationship.

B2B Customers are moving beyond CRM, to deliver exceptional commercial results... gradually evolving from selling products and solutions, to delivering measurable outcomes... and each moves at a different speed.

Customers' **Digital Intensity** may hold the key to delivering tailored experiences...
The way to do business and grow is changing – more focus on Customer experience

B2B customers move at **consumer speed**, are empowered and expect **ongoing engagement**.

Majority of B2B companies are investing, more than ever, on designing & delivering **customer experience**.

B2B companies realize that the increased importance of customer experience is **breaking barriers** between Sales, Service and Marketing.

- Open network, an **ecosystem of partners**
- Never a done deal for customer journey
- Customer experience remains at the core
- Customer experience budgets continue to grow
- Consumerized experience, across channels
- Break the silos of Sales, Service, Marketing
Accenture B2B Customer Experience Research identified six key differentiators of companies that “Play to Win”:

1. Walk the Talk & Outperform
2. Start “from the back”
3. Do not avoid disruption, create it
4. Focus on Digital, augment Physical
5. Expand connected distribution ecosystem
6. Put Talent and Leadership at core

Reference Forrester research
Omni Channel B2B Customer Engagement
Playing to Win – Key Sales Drivers

Spend Optimization
- Revise operating model to align sales resources and focus on ROI
  - Optimize Incentive Spend
  - Reduce Over payments & Operating Costs

Price & Profit Optimization
- Inform pricing with analytics to boost profits
  - Reduce Cost of Sales, Sales Cycle Time

Enablement of Sales Talent
- Apply science to uncover the DNA of high performers to move the “frozen middle”
  - Increase in Seller Productivity & Retention
  - Reduced Time to Seller Proficiency

Execution & Operations Excellence
- Differentiated Customer Experience thru distinctive Seller experience
  - Reduce Cost of Sales, Improved Cycle Time

Digital Selling & Dynamic Channels
- Crush silos, drive personalized and seamless experience
  - Increased Loyalty, Reduced cost of acquisition

For further reference, click Driving Profitable Sales Growth
Playing to Win – Value Led

Value-driven transformation journey - leveraging benchmarks and conducting gap analysis, to define the following outcomes:

• Unlock the value and identify Key Capabilities
• Strategic roadmap – Crawl / Walk / Run approach
• Start small and quick win (Pilot & Agile)
• Sustain value with scalable operations (global / divisional)

**CSO Insights Data**
- Leverage CSO Insights Research Data
  - Benchmarks sales performance against industry peer group

**Assessment**
- Conduct Survey and peer group comparison for key metrics
  - Gap analysis helps with identifying leading & lagging practices

**Value Case & Roadmap**
- Prioritize key Capabilities Define roadmap
  - Blueprint for transformation, including Org assessment & Managing Change
SELL SMARTER IN THE DIGITAL ECONOMY
LET’S BRING THE FUN BACK TO SELLING

Dr. Volker G. Hildebrand
Global Vice President
SAP hybris Customer Engagement & Commerce
TECHNOLOGY IS CHANGING THE GAME

CUSTOMERS ARE CHANGING THE RULES
AS A RESULT, Customers are harder to engage than ever.
TRADITIONAL SELLING IS OBSOLETE

THIS IS NOT YOUR CUSTOMER’S JOURNEY

AWARENESS
INTEREST
DESIRE
ACTION
YOUR TOOLS DON’T DO WHAT YOU NEED

74% of CRM deployments for sales have poor user adoption.

SOURCE: CHIEF SALES OFFICER INSIGHTS
YOUR SALES REPS
SPEND MORE TIME ENTERING DATA THAN SELLING
…and probably more time with apps like Angry Birds

YOUR SALES MANAGERS
SPEND MORE TIME ANALYZING DATA THAN DRIVING SALES
…and probably more time with spreadsheets
GOING MOBILE: A DIGITAL TRANSFORMATION IMPERATIVE

“By 2016 55% of sales people will access sales applications exclusively through smart phone and tablets”

Source: Gartner
SO, how do you **Sell smarter** IN THE DIGITAL ECONOMY?
THE SIMPLIFIED FRONT OFFICE WITH SAP HYBRIS

SURVEY SAYS: BIG DATA, LITTLE INSIGHTS

Interact with customers on more channels than 12 months ago

Have consolidated analytics across departments

Existing CRM/ERP cannot support vision

SAP commissioned research: 900+ Global Execs across Sales, Marketing, Customer Service, and Commerce
GO BEYOND CRM
IT’S A PARADIGM SHIFT

- Sales, Service, Marketing “Automation”
- Built for Desktop
- Many Channels
- Reporting on the Past
- Separating Physical & Digital
- Front Office Only

- Marketing + Sales + Commerce + Service
- Mobile First
- Omnichannel
- Predicting the Future in Real-time
- Blending Physical & Digital
- Front & Back Office
THE SIMPLIFIED FRONT OFFICE WITH SAP HYBRIS

SAP HYBRIS CUSTOMER ENGAGEMENT & COMMERCE

EXPERIENCE MANAGEMENT

- COMMERCE
- MARKETING
- SERVICE
- SALES

SAP Cloud for Sales

- Sell Anywhere, Anytime
- Gain Insight into Business
- Accelerate Productivity
- Know Your Customer

BEYOND SALES FORCE AUTOMATION

DATA & PROCESS MANAGEMENT

PLATFORM, INFRASTRUCTURE, INTEGRATION
GO BEYOND CRM. GO SIMPLE. SELL SMARTER. ACT FASTER.

SELL ANYTIME, ANYWHERE
GAIN REALTIME BUSINESS INSIGHT
ACCELERATE PRODUCTIVITY
KNOW YOUR CUSTOMER
SIMPLE IS: Sell anywhere, anytime
SAP’S MOBILE FIRST APPROACH

- Easy & convenient access to all critical business & customer data and productivity tools through your mobile device of choice
- Full-featured, seamless experience from on-line to mobile via most flexible persona-based responsive UI powered by award-winning Fiori UI
- Engage in real time with your customers, manage your activities, and track your performance, even when you’re offline

Best UX across all mobile devices
THE SIMPLIFIED FRONT OFFICE WITH SAP HYBRIS

SIMPLE IS TURNing INSIGHT INTO ACTION
EMBEDDED REAL-TIME ANALYTICS

Easy access to real-time customer analytics and sales data in the context of accounts and opportunities to engage and connect with customers in a personal, relevant way

- Comprehensive customizable KPI tiles, reports, and dashboards
- Sophisticated analytics infrastructure
- Simplified ad-hoc and custom reports
- Deliver intelligence where needed

SellingPower
hybris software
An SAP Company
accenture
High performance. Delivered.
THE SIMPLIFIED FRONT OFFICE WITH SAP HYBRIS

SIMPLE IS A STEP AHEAD
ACCELERATE PRODUCTIVITY

Get the information you need, when you need it and how you want it

- Personalize your experience and get quick access to the information you need via your personal award-winning FIORI launchpad
- Easy-to-use social collaboration and productivity apps keeps all conversations in one place and no double data entry

Sell faster, perform better
- Accelerate ramp-up: Minimize time to revenue with social onboarding & learning
- Maximize performance: Learn informally with coaching and mentoring or incent with gamification
- Sell as a team: Shorten deal cycles with opportunity, account, and deal work patterns
THE SIMPLIFIED FRONT OFFICE WITH SAP HYBRIS

SIMPLE IS A STEP AHEAD
WITH PREDICTIVE ANALYTICS

Deal Finder
Discover new leads and uncover new opportunities with existing accounts

Dynamic Playbook
Get the right products, people and partners to maximize chance of winning the deal
THE SIMPLIFIED FRONT OFFICE WITH SAP HYBRIS

SIMPLE IS TO KNOW YOUR CUSTOMER WITH INSIGHT FROM ANYWHERE

Bring the BACK-OFFICE to the FRONT OFFICE.

• Get back-office information pushed to you in real-time so that you no longer need to hunt for pricing, quotes or other order-to-cash information.

• With native SAP ERP and SAP CRM integration and business application mash-ups, you’re always effortlessly up-to-speed on your customers and accounts.

Bring the DIGITAL WORLD to your FRONT OFFICE.

• Find top deal influencers and connect with them or get them into the sales team

• Gain customer insights and engage with key contacts through social media channels
WE BRING THE FUN BACK TO SELLING
HIDING COMPLEXITY -- PROVIDING SIMPLICITY, AGILITY & EFFECTIVENESS

COLLABORATION & SOCIAL
- Feeds, Followers and @mentions
- Internal, Customers, Partners
- Deal Sites
- Social Selling

OPPORTUNITY MANAGEMENT & INSIGHT
- Easy Lead, Opportunity, Activity, and Visit Mgmt
- Guided selling, tailored sales methodology
- Predictive analytics for proactive engagement
- Competitor insight, Partner Management

GROUPWARE INTEGRATION
- Full-Featured with 2-way Sync
- Support for MS Outlook, Google Gmail and Lotus Notes

INTEGRATION
- Pre-built integration to SAP ERP & CRM, SAP JAM, InsideView, D&B 360, Xactly & more
- Mashups with most other apps

SAP CLOUD for SALES

ACCOUNT MANAGEMENT & INTELLIGENCE
- Fast Account & Contact Updates
- 360 Customer Intelligence

PRODUCTIVITY & PERSONALIZATION
- Flags
- Shelf
- Tags

REAL-TIME & PREDICTIVE ANALYTICS
- Dashboards, ad-hoc reports, forecasting
- Inclusive of front and back-office data
- Mash-ups with SAP BW & Business Objects
- Custom dashboards, KPIs, and reports

MOBILITY
- Complete mobile apps, no extra cost
- Support for iPad, iPhone, Apple Watch and Android & Windows devices
- Business Card Scanner
- Seamless UX with On-line

PLATFORM
- Real-time, scalable, powered by SAP HANA
- Simplified enhancement tools for power users
- Easily extended for tailored UX and business processes

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IT’S SIMPLE:
ENGAGE YOUR CUSTOMERS LIKE NEVER BEFORE

Commerce  Marketing  Service  Sales

SAP HYBRIS CUSTOMER ENGAGEMENT SOLUTIONS
THE SIMPLIFIED FRONT OFFICE WITH SAP HYBRIS

BEYOND CRM
SIMPLE – EFFECTIVE – FUN

THANK YOU!
Case Study

Australian Gas Limited
Objectives and Expected Outcomes
Why are we doing this and what do we expect to get in the end?

Objective:
— Rapidly evaluate and review SAP Cloud for Customer (C4C) on behalf of AGL as a tool to enable a more effective and transparent sales process

Expected Outcomes:
— A thorough, user-level ‘pilot’ to assess functionality and new sales process alignment
— A market review of completed and in-flight Cloud for Customer implementations with emphasis on integration with CRM 7
— A thorough review and high-level plan for all reporting and analytic requirements
— An impact assessment and remediation recommendations for the existing AGL CRM 7 upgrade project
— A viability assessment for mass market and SMB (future state)
— A security and data privacy assessment along with a data strategy
**SAP C4C Pilot Objectives**

Rapidly determine if a sales software tool exists in the market which would support redesigned sales processes, act as a “single destination of information”, and mobile-enable the Business Customer salesforce.

**Issues**
- Lack of access to customer data while in the field/outside AGL’s network.
- Staff turnover = Loss of knowledge capital.
- 6-9 Month lead time for new staff initial sale due to lack of robust, centralized customer history.
- Overlapping efforts due to lack of full customer visibility across sales groups.

**Action**
Merchant Energy & ISG collaborated on a 7 week multi-vendor pilot followed by a full implementation to assess the functionality and integration capabilities of SAP’s Cloud4Customer (C4C) application.
Benefits Realised & Lessons Learnt

Where are we today?

Last weekend SAP C4C @ AGL had a Business Go-Live. The application is currently being used in production by the pilot users.

Benefits Realised

Early results on the back of the behavioural changes applied as a part of the overall program are as follows:

• Customer Retention has improved from 62% to 83%
• Gross Margin improvement YTD of 61%

Lessons Learnt

• Strong Business SMEs required to support the project goals
• Involve BAU support resources as a part of the project team
• Ensure clarity of enterprise
• Consider on premise system customisations during delivery