



ACCOUNT MANAGEMENT

GAIN A 360-DEGREE VIEW THAT HELPS INCREASE WIN RATES

For salespeople seeking to accelerate revenue by shortening the sales cycle, targeting the right accounts, and increasing win rates

The SAP® Business ByDesign™ solution provides comprehensive account management functionality that delivers a complete view of customers, prospects, and interactions.

Unlike other solutions, SAP software offers built-in analytics and collaborative functionality.

Only SAP Business ByDesign delivers a 360-degree client view that can help increase win rates.

What can be improved?	How do I improve?	What does SAP® software enable?	What can I achieve?
#1 Grow the business by focusing on high-value, high-potential customers and prospects	Be customer-centered; know customers better; classify and prioritize customer portfolio	ABC analysis of customer base; account information fact sheets; history of interactions	<p>Operating metrics: increased percentage of strategic accounts; fewer unprofitable customers</p> <p>Financial results: increased sales and revenues</p>
#2 Improve sales productivity by knowing well the factors leading to customer satisfaction	Optimize and track interactions with customers and prospects; maintain holistic view	Ubiquitous access to real-time 360-degree view of revenue and profitability across customers	<p>Operating metrics: fewer calls needed to close a sale; fewer salespeople as percentage of total employees</p> <p>Financial results: lower cost of sales</p>

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