# Be Agile and Accelerate Profitable Sales Growth with a Mobile Sales App

The Best-Run Businesses Run SAP™

© 2013 SAP AG or an SAP affiliate company. All rights reserved.

# Improve sales with anytime, anywhere access to SAP® CRM

Selling today is a very complex activity. Decision makers and influencers are spread across geographies. Your sales teams are pitching an expanding range of products and services to customers who are better informed than ever. With mobile solutions from SAP, you can leverage a platform that supports security and applications that extend business processes beyond enterprise boundaries.

According to an Aberdeen Group report,[1] best-in-class sales organizations adopt best practices such as supporting an enterprise without boundaries by deploying customer relationship management (CRM), social, and collaborative tools to leverage customer insights and internal tribal knowledge. They are six times more likely to enable all work on any device, and 74% of top performers fully support mobile CRM. These companies average 79% higher team attainment of sales quota compared to all other firms, as well as 63% more reps achieving their annual number, 48% more accurate sales forecasts, and a 26% higher customer retention rate. For companies seeking to replicate these accomplishments, the question of "why" a sales force should be fully mobile-enabled needs to be replaced with "how."

The SAP® Sales Manager mobile app lets you fuse innovative business processes with technology to meet customers' needs faster and more effectively. Sales reps can collaborate on sales processes anytime, anywhere from any mobile device.

1. Aberdeen Group, "Sales Mobility: How Best-in-Class Remote Sellers Are Replacing 'See' with 'Do,'" Peter Ostrow, March 12, 2012.



© 2013 SAP AG or an SAP affiliate company. All rights reserved.

# Insight into your customers, enhanced by mobile technology

**Insight into your customers, enhanced by mobile technology**

Collaboration that increases sales effectiveness

Agility to provide better information, use time more wisely

Impact – the goal of every sales interaction

To drive customer loyalty, your sales representatives must deliver a highly differentiated sales experience to your customers – one that offers unique valuable perspectives on their market, has widespread support across their organization and yours, and helps them quickly navigate alternatives. A successful solution combines people, processes, and technology. SAP has helped best-run companies in more than 26 industries to achieve excellence in all aspects of customer relationship management.

Who are your most profitable customers? What is the most profitable deal in your pipeline? With SAP Sales Manager, you and your sales teams gain a greater understanding of your customers and the industry trends that affect them.

This means you can craft a compelling story about how your products and services can resolve your customers' critical business challenges. SAP Sales Manager lets sales reps access and capture data in real time from the SAP CRM application, anytime, anywhere. Using critical sales tools from SAP CRM such as account fact sheets, attachments, discounts, follow-ups, marketing attributes, recommended products, and surveys, plus the improved CRM calendar and search function in an intuitive mobile user interface, your reps can tackle the most complex selling cycles.



© 2013 SAP AG or an SAP affiliate company. All rights reserved.

# Collaboration that increases sales effectiveness

Insight into your customers, enhanced by mobile technology

**Collaboration that increases sales effectiveness**

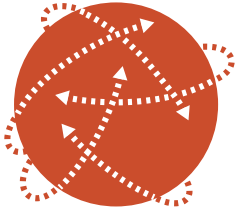
Agility to provide better information, use time more wisely

Impact – the goal of every sales interaction

Today, there's too much information and too little time for a sales warrior to do battle alone. Sales reps must engage the appropriate resources at the right time to orchestrate deals. And to help them work effectively, you must understand what kinds of knowledge and information – from inside and outside the company – they need to share. You also must understand how that knowledge and information is created, captured, stored, and manipulated. Business processes and technologies that can increase the effectiveness of everyone they touch in your organization are critical to meeting a customer's needs more effectively.

With SAP Sales Manager, sales reps can collaborate on complete lead-to-quote-to-order sales processes anytime, anywhere. They can readily work with colleagues, such as subject matter experts, by inviting, assigning, and accepting tasks, leads, and opportunities – effectively harnessing the collective genius of the enterprise to shrink the sales cycle.

No sales rep should be an island. Give each one the ability to work productively with a wide range of colleagues and resources to create more deals.





© 2013 SAP AG or an SAP affiliate company. All rights reserved.

# Agility to provide better information, use time more wisely

Insight into your customers, enhanced by mobile technology

Collaboration that increases sales effectiveness

**Agility to provide better information, use time more wisely**

Impact – the goal of every sales interaction

Today, business hours are whenever you do business; the office is wherever you happen to be. While smartphones or wireless tablets can keep us connected wherever we are, agility requires more than mere connectivity. Agility requires the ability to work more effectively at any time and from any place. Sales representatives need innovative applications and up-to-date information at their fingertips. They need tools that can help them compete – with better information and better responses, delivered with better timing.

SAP Sales Manager supports offline and online capability so that sales reps can synchronize data and continue working offline while on a plane or other locations without Wi-Fi. In addition, reps can use the "Near Me" feature to quickly find and call on more customers, while at the same time reducing inefficient travel and wait time.

Deliver the information sales reps need when they need it, on their preferred mobile device, so they can outperform competitors.

© 2013 SAP AG or an SAP affiliate company. All rights reserved.

# Impact – the goal of every sales interaction

Insight into your customers, enhanced by mobile technology

Collaboration that increases sales effectiveness

Agility to provide better information, use time more wisely

**Impact – the goal of every sales interaction**

Unless your sales teams deliver an experience that wows your customers, they will not stand out from the crowd. In the 21st century, sales teams must make every opportunity they have to touch a client count, making the positive impact needed to help differentiate them from their competitors in today's crowded marketplace. There are quite simply fewer opportunities to interact with customers one on one, and therefore every opportunity for a sales conversation must be used for best effect, whether that opportunity is planned or not. SAP Sales Manager gives your sales reps the ability to confidently pitch the right solutions, drawing on product recommendations and discounting functionality in real time. The result is increased customer satisfaction and accelerated sales cycles.

Help sales professionals make every customer interaction the best it can be, so they can acquire, grow, and retain profitable relationships.



© 2013 SAP AG or an SAP affiliate company. All rights reserved.

# Embracing enterprise mobility with SAP Mobile Platform

**Embracing enterprise mobility with SAP Mobile Platform**

Mobile apps to heighten sales productivity

Best-run organizations deliver a consistent customer experience across the entire enterprise. This requires embracing enterprise mobility, with cross-business engagement to understand what end-to-end business processes must be designed and which platforms will best support your needs. As you know, mobile environments can be diverse and complex. Your IT team must be able to proactively manage data, devices, applications, and communications for all mobile workers.

SAP Sales Manager is built on our industry-leading mobile enterprise application platform that keeps your mobile apps connected to business-critical data and processes as your IT systems and business needs evolve.

SAP Mobile Platform can lower the cost of building, deploying, and managing mobile apps on a wide variety of mobile devices, including iPhones, iPads, and Android smartphones and tablets.

Every part of SAP Sales Manager – from integration to application flow to add-on components – can be configured using the intuitive, graphical tool set in SAP Mobile Platform. The model-driven and natural development framework makes quick work of application modifications, testing, and publishing. Metadata-driven configuration means faster deployments, greater application reliability, and lower total cost of ownership.



© 2013 SAP AG or an SAP affiliate company. All rights reserved.

# Mobile apps to heighten sales productivity

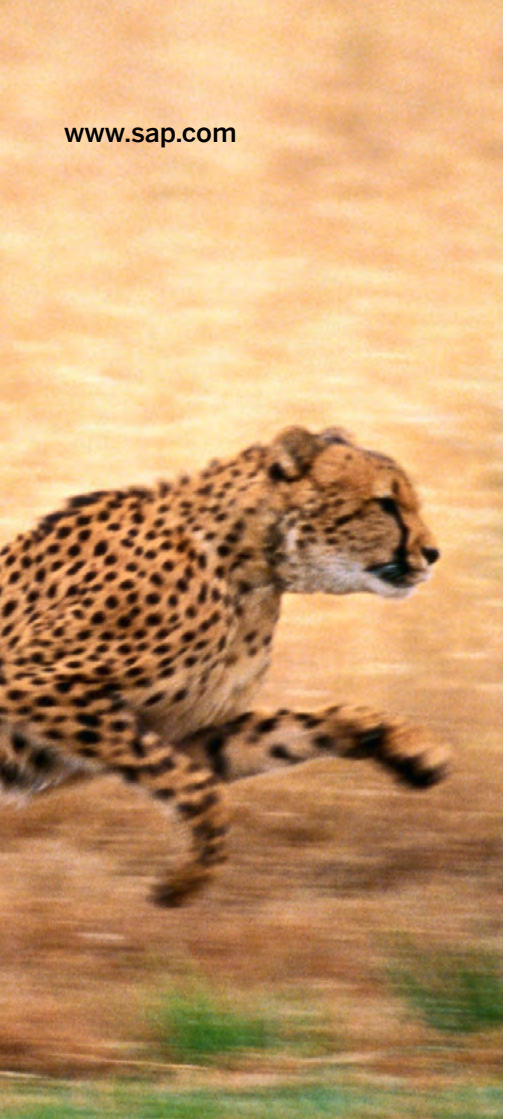


In addition to the comprehensive SAP Sales Manager, SAP offers single-purpose mobile apps for targeted functionality:

- **SAP Account Intelligence** – Access real-time customer insight and personalized selling recommendations
- **SAP Customer and Contacts** – Access customer and contact details, and get all necessary customer information and sales order history
- **SAP Customer Briefing** – Prepare for customer meetings
- **SAP Customer Financial Fact Sheet** – Check customers' financial situation to better manage and grow business, as well as to collaborate and clarify disputes and record promises-to-pay
- **SAP ERP Order Status** – Track the status of a sales order
- **SAP Fiori™ apps** – Enable sales reps to create or track specific business functions such as sales orders, shipments, customer invoices, price, and availability
- **SAP Material Availability** – Search for materials, view details, and make reservations
- **SAP Sales Companion** – Prepare, perform, and follow up on customer meetings
- **SAP Sales Diary** – Capture simple notes and manage activities while on the go
- **SAP Sales Order Notification** – Subscribe to sales orders and automatically receive change notifications to subscribed orders
- **SAP Sales Pipeline Simulator** – Check pipeline on a tablet and intuitively perform simulation using touch gestures to see how those changes affect sales targets



© 2013 SAP AG or an SAP affiliate company. All rights reserved.


www.sap.com




## Summary

Today's business environment is fast-paced and requires that sales teams have information at their fingertips to gain insights, collaborate, and make an impact on customers. Mobile customer relationship management (CRM) systems automate sales processes, increase productivity, and enhance customer service. The SAP® Sales Manager mobile app equips your sales professionals with the tools they need to increase revenue, accelerate buying decisions, and maximize team productivity while on the go.


## Objectives

- Increase face-to-face sales time and productivity
- Improve sales management and forecasting to improve profitability
- Reduce sales cycle while increasing order size

## Solution

- Real-time access to the SAP CRM application to perform key sales functions
- Better preparation for and follow-up on sales calls
- GPS device integration to map nearby accounts and leads
- Configurable to closely reflect the employee's workflow and processes

## Benefits

- Increase revenue by enabling field sales to create quotes and orders with discounts
- Increase order size with up-sell and cross-sell recommendations
- Maximize team productivity by reducing administrative tasks and streamlining sales calls
- Accelerate sales decision making with access to timely data

## Learn more

To learn more, call your SAP representative or visit www.sap.com/mobile/sales.



CMP16731 (13/06)
© 2013 SAP AG or an SAP affiliate company. All rights reserved.

© 2013 SAP AG or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Please see http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark for additional trademark information and notices.