



Intelligent Selling, Made Simple

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Meet Your Speakers



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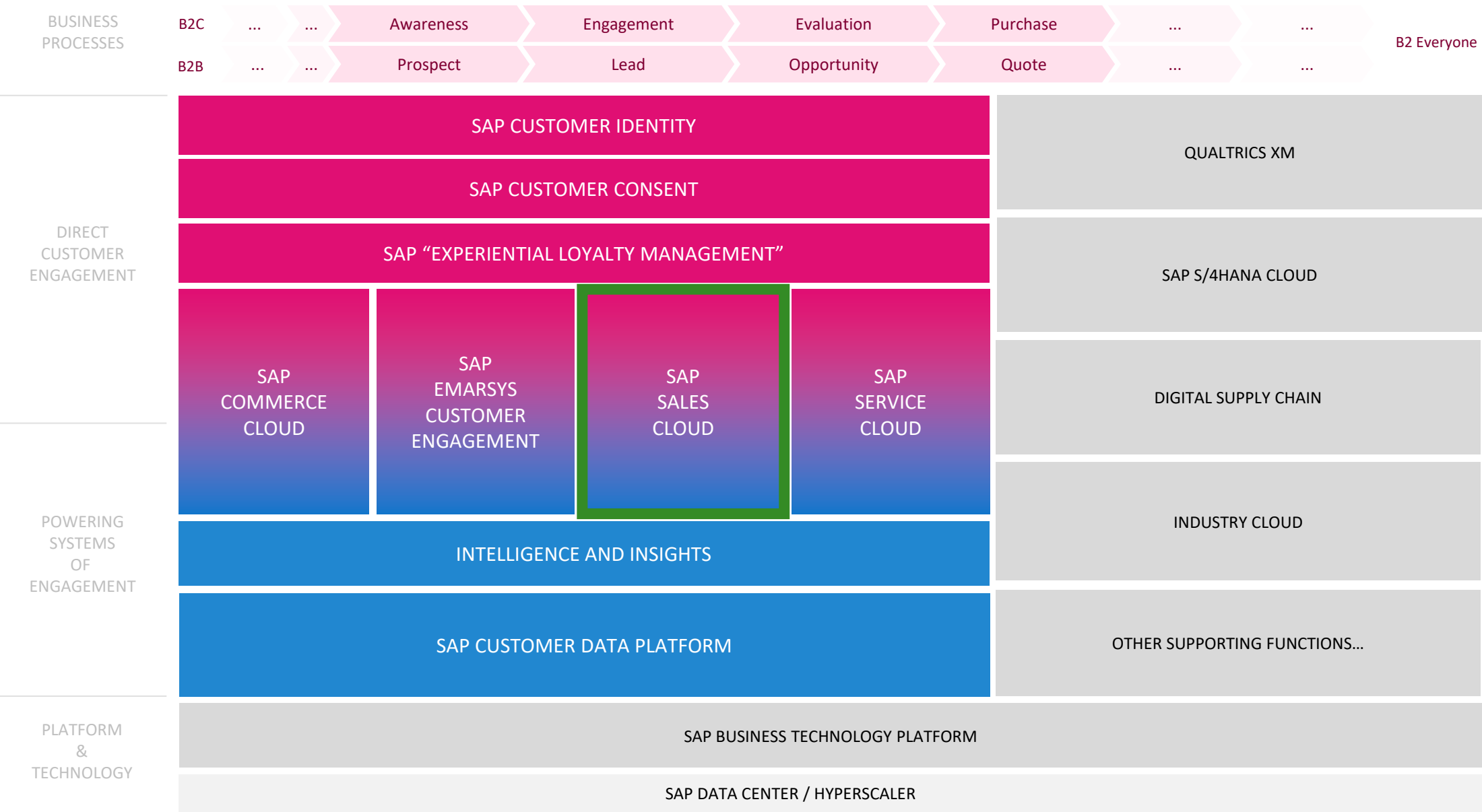
Head, Product Marketing and Solution
Management
SAP Sales Cloud and SAP Service Cloud



Sebastine Augustine

Head, Product Management
SAP Sales Cloud

SAP CX Supports An Intelligent, Sustainable Enterprise





Macroeconomic Disruption

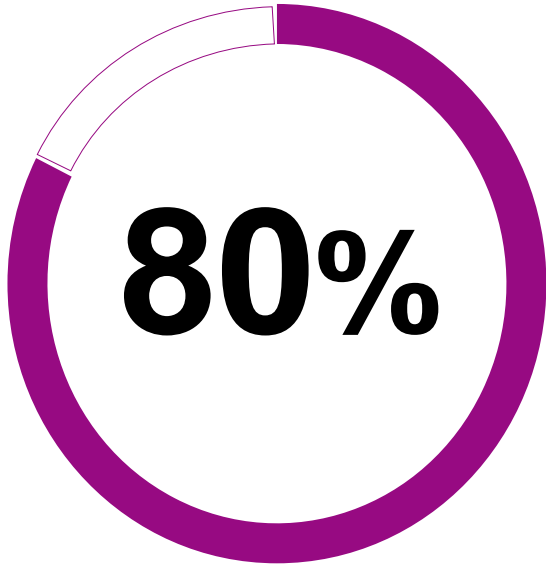
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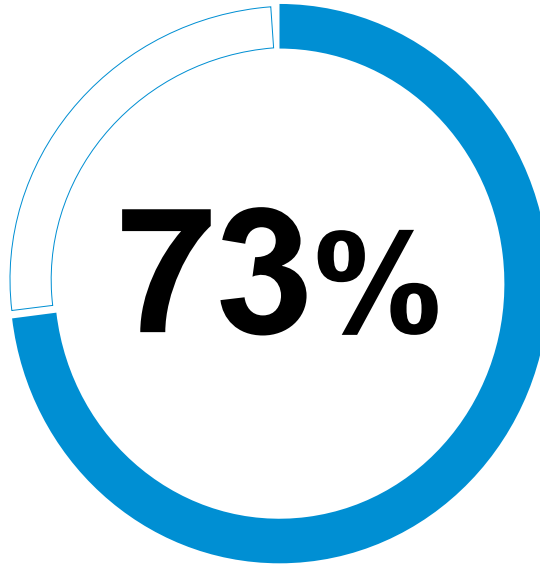
Business Model Transition



Generational Transformation



**Buyer expectations
have significantly changed
in the last two years**



**B2B sales strategies have
undergone significant or
moderate change**



**B2B sales organizations
are able to keep pace with
changing buyer expectations**



SAP Sales Cloud

Understand

with intelligent insights

Focus

on high value business

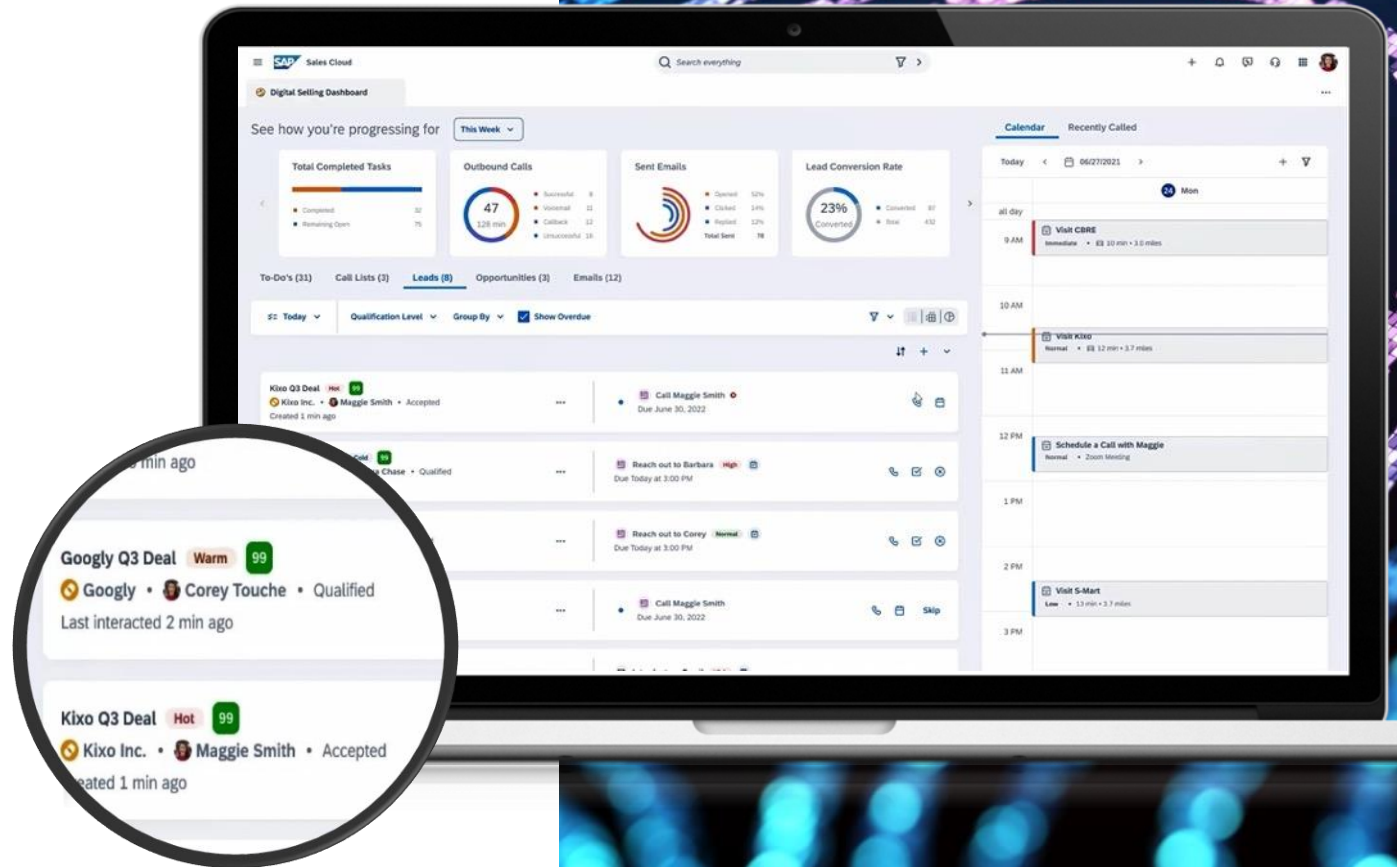
Accelerate

processes at scale

Sales Cloud | **Selling has Evolved**

Enabling the enterprise, digital and field sellers

- ❖ **Adaptive sales models** based on interactions and insights
- ❖ New **digital selling practices** and technologies to enable them
- ❖ **Intelligence driven execution** based on analytics and insights
- ❖ Technology and tools to enable **automation & process effectiveness**



Hyper-Fast

Powered by hyperscalers, SAP Sales Cloud's cloud native design helps sales organizations of any size do more, faster

Connected

API microservice design helps sales organizations eliminate engagement gaps with composable apps and pre-built connectors

Intelligent

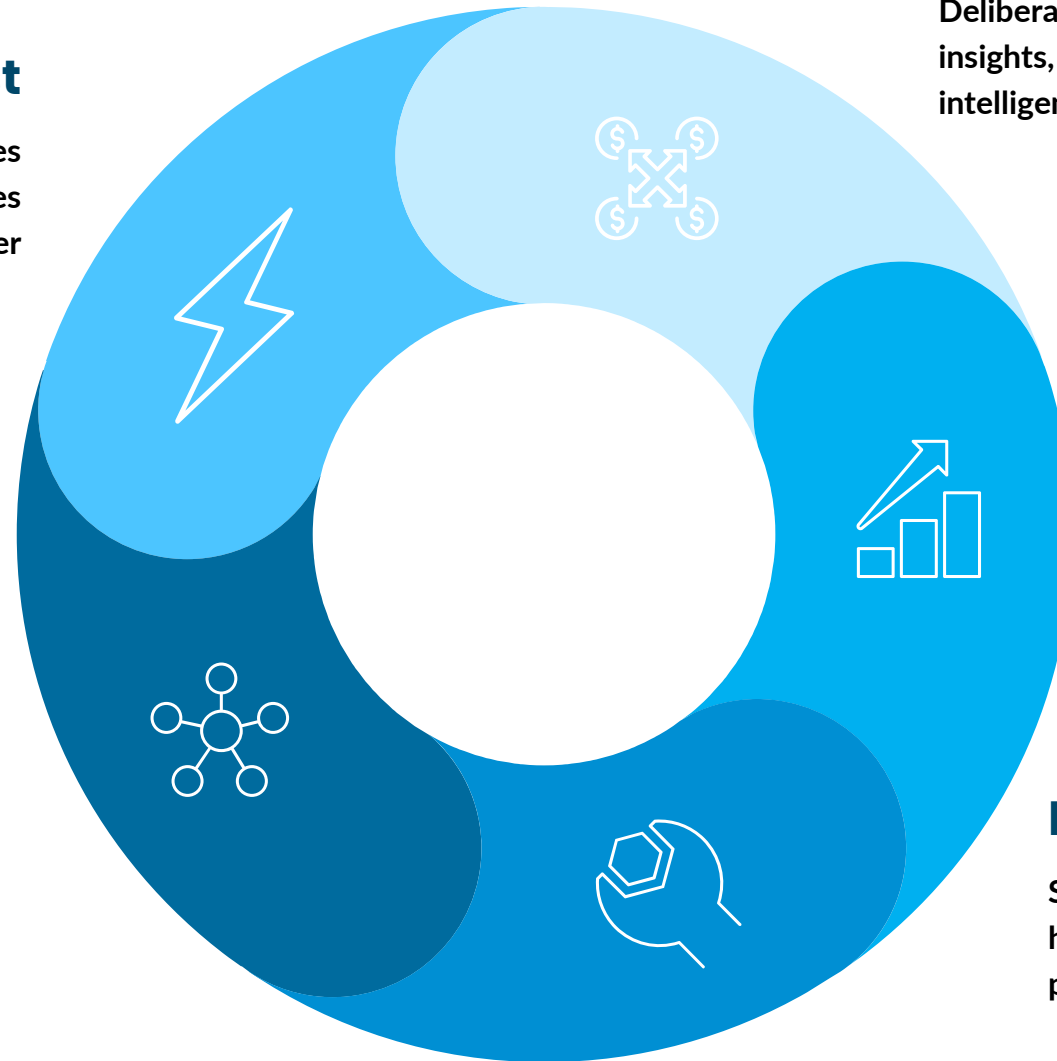
Deliberately created to turn data into actionable insights, SAP Sales Cloud includes embedded artificial intelligence... NO data scientists... NO extra cost

Future-Proof

With multiple global data centers and automated Kubernetes scaling, sales organizations gain scalability, reliability, and performance at every step

Easy

SAP Sales Cloud's innovative user experience helps sellers sell more effectively, boosting productivity, engagement, and adoption



Demo

CX

New SAP Sales Cloud | Highlights

Productivity

- Server-side integration with Microsoft Outlook and Google Mail
- Meeting Insights
- Enhanced Task Manager
- User Calendar w/ color coding
- Manage content with library
- Workflows

Intelligent Insights

- ML based lead/deal intelligence
- Relationship Intelligence Insights
- Customer Insights / KPIs
- Embedded SAC for reporting/ dashboards
- Homepage KPIs

Modern UX | Blazing fast

- Optimized Workspaces
- Cloud native technologies
- Elastic based global search
- Microservices based architecture
- Top-of-the-line cloud qualities

Guided Selling

- Optimized workspaces for lead-to-opportunity-to-quote processes
- Contextual guidance for lead nurturing and opportunity progression based on dynamic playbooks and intelligent signals
- Dynamic configurable playbook for defining next actions
- Embedded insights – deal intelligence, engagement insights, relationship strength
- Engagement based next best action recommendation
- Historical Timeline of events
- Kanban view with analytics filters and drag-and-drop of opportunities
- Preview and generate quotes
- Manage complex pricing

Forecasting & Pipeline Management

- Forecast Tracker with what-if simulation
- Pipeline Manager
- Pipeline Flow

Collaboration

- Share Workspaces to Microsoft Teams for collaboration

Extensibility

- In-app admin extensions – fields, layouts, mash-ups
- LCNC extensions with AppGuyver (included)
- Complex extensions with BTP (side-by-side)

Digital Sales Engagement

- Digital Selling Workspace for ISR / SDR / DSR
- Virtual meetings with Microsoft Teams
- Manage call lists and call scripts
- Nurture leads and complete sales activities
- Plan Sales Campaigns w/ target groups
- Outbound calling via CTI / Microsoft Teams
- Email templates for outbound emails

Native Mobile Experience

- Native mobile app (smartphone) - iOS and Android
- Native functions – widgets, push notifications, call logging
- Mobile extensions – fields, mash-ups

Integration

- API based development principles enabling superior integration with external applications
- Pre-built master data integration with SAP S/4HANA
- Mashup based UI integration



Q&A

CX



Thank you.

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