



To optimize performance, modernize sales operations

High performance sales operations with SAP® Customer Experience

As the world of B2B selling has become ever more complex, legacy technologies have, so far, not kept pace. The days of managing a few standard sales roles, account-based territories, and simple incentive calculations are long gone. As a result, organizations are spending too much time administering their territories, quotas, and incentives, while questioning their overall effectiveness.







With approximately eight percent of B2B revenues being invested in the sales organization, focusing on performance is worth the effort. Today's cloud-based technologies can streamline administration and provide insights on new strategies—all while delivering an exceptional experience for sellers. That's where Deloitte's experience helping the world's most successful sales organizations, along with advanced SAP technologies, can make all the difference.

Focused capabilities for sales planning and incentives

Delivering a smooth, intuitive, and transparent experience for your sales team requires some powerful technological capabilities behind the scenes. SAP Customer Experience (CX) is an integrated, cloud-enabled solution that can help tame the growing complexity of managing sales. By bringing together customer and sales data on SAP Customer Experience, territories and quotas are optimized, incentive administration is fully automated, and sellers receive up-to-the-minute updates on their incentives, rankings, and even contest tracking—all on the leading commissions platform. The result? Sales organizations that are focused on selling.

Top-line and bottom-line value creation

SAP Customer Experience advanced solutions—including SAP Territory and Quota Management, CPQ and Commissions—can help you drive transformational value in several key areas:

-  **Optimize coverage models to maximize revenue potential and minimize selling costs.** Set equitable quotas that motivate sellers to overachieve.
-  **Price deals competitively while closely managing discounts to protect margins.** Learn from discounting behaviors and patterns to put in protective pricing guardrails.
-  **Design and implement incentives that encourage desired selling behaviors.** Deploy margin-based incentives, SPIFFS, and contests to grow revenue and profits.
-  **Eliminate manual processing through simplification and automation** while enabling your leaders with robust workflow technologies.
-  **Reduce over-payments** by enhancing controls on exceptions and gaming while eliminating errors in calculations and processes.
-  **Promote a compliant culture** by ensuring that appropriate checks and balances and audit trails are in place across your sales processes.



A stronger, more dynamic sales organization is within reach

Deloitte's deep experience putting SAP Customer Experience applications to work in sales organizations can help you realize the benefits of advanced sales compensation management capabilities faster, while reducing implementation risks.

We bring experience helping technology, life sciences, consumer products, telco, and financial service industries improve their sales organizations, and have invested in numerous assets and accelerators to reduce implementation risk and deliver more value.

Assets and Accelerators:

BUSINESS

- Process flows for more than 50 core sales back office processes across major industries including high technology, life sciences, financial services, and telco
- Recognition engine to send FitBit style motivating messages to sellers
- Role-based training materials for super users, service desk staff, and casual users

INTEGRATIONS

- HCM to SAP Commissions
- Auto metadata loader
- Data validation and error handling routines
- Custom loaders and data load monitor
- Payroll integration
- Outbound data extracts to Datamart
- SAP CPQ to SAP Commissions
- SAP Commissions to payroll
- Anaplan T&Q to CRM to SAP Commissions

PRE-CONFIGURED COMPONENTS

- **Incentives:** draw, guarantee, attainment- based commissions
- **Workflows:** payee onboarding, payment adjustments, and more
- **Reporting:** extensive library of operational, finance, and sales performance reports
- **Inquiries and Disputes:** RPA to automate level one inquiry resolution





Where to start: Our sales-focused workshops

Beginning a transformation journey with SAP Customer Experience requires more than the ability to plug in new technology. To maximize your investment in new technology, a review and redesign of your core business processes is required to spark transformation in innovative new ways. Deloitte can help you set the path forward—one that fits with your organization’s vision for the future.

Many sales organizations choose to start with our sales operations excellence workshops, which focus on leading practices in four primary areas:



SALES PLANNING

- Customer segmentation
- Territory design leading practices
- Quota allocation and management
- Sales letter distribution and acknowledgment



ANALYTICS, ARCHITECTURE AND IMPLEMENTATION

- Sales analytics
 - Coverage model effectiveness
 - Quota optimization
 - Pricing optimization
 - Incentive effectiveness
- Integration strategies and leading practices
- Implementation critical success factors



SALES INCENTIVES AND COMMISSIONS

- Plan modeling
- Incentive plan setup and maintenance
- Calculations and reporting
- Inquiries and adjustments



CPQ

- Product management and master data
- Configuration experience
- Pricing and quotation policies

Clear benefits

We can help you begin to approach sales performance management more strategically—to drive top-line growth while also tapping the benefits of cloud, including scalability, a simplified IT landscape, lower total cost of ownership, and rapid access to the latest software updates. Here are a few of the top-line benefits you can expect as a result.



REWARD.

Motivate your sellers by creating sales compensation programs that are aligned with organizational strategy and communicated via real-time dashboards and mobile technologies. Align compensation with organizational priorities through flexible plan structures and enhanced modeling capabilities.



AUTOMATE.

Improve efficiency and flexibility by automating core processes and reducing manual effort. Implement workflow technologies to automate processes that allow for stakeholder input—to engage and empower your sales leaders.



GROW.

Build scalable processes that can help you seamlessly grow while maintaining the flexibility you need to stay ahead in a dynamic marketplace. Use the cloud to access unlimited scalability as your organization grows organically and through new products, M&A, or other strategies.





Let's talk.

At Deloitte, we know how to make the world's most successful sales organizations achieve even more—with the help of the latest advances in cloud-based technologies. Just as important, we are widely acknowledged for our leadership in SAP implementations. We bring industry-specific experience to each sales transformation initiative, as well as access to a global network of more than 25,000 professionals who are dedicated to SAP solution strategy, design, implementation, and ongoing operation.

Want to know how we can help you? It all starts with a conversation. We can provide a demo of SAP CX applications, including our accelerators, as well as share relevant case studies and leading practices for sales back office transformation.

Contact us to get the conversation started.

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