

## SAP Sales Cloud



### Meet the Needs of Today's Empowered Buyer

Buyers today have control over the sales process and define their own experience. Therefore, you need to **know your customers' unique challenges**, their industry, and how to help them achieve their business objectives to **build deep customer connections that result in revenue**.

Modern sales organizations face varied priorities. Besides meeting customer needs, you have to **increase the quantity and quality of the lead funnel**; you need improved sales insights and forecasting capabilities to **drive improved demand planning**, with SAP Sales Cloud, you gain the tools to meet these priorities.

## Empower Meaningful Customer Engagements and Win

Increase revenue and foster advocacy by supporting customer-centric sales engagements with a 360-degree view of every customer and interaction.



### Understand

Build relationships based on a 360-degree view of every front and back-office touch point



### Engage

Nurture prospects with collaborative, personalized sales interactions that make every conversation count



### Deliver

Frictionless, buyer-driven engagements that provide value and foster lasting relationships

## Gain the Right Insights Wherever You Are

The solution offers a fully featured mobile experience so you can engage with customers anytime, anywhere. It provides the right insights at your fingertips, regardless of where you are.



### Always Connected

Drive success with connected mobile selling capabilities and offline and online synchronization.



### Field productivity

Improve field operations and retail execution activities with route optimization, personalized activity plans, and dynamic visit surveys.



### Mobile Insights

Analyze productivity, trends, and pricing to improve execution.

## Business Benefits

**Improve sales productivity** by simplifying the sales process

**Unified view** of every customer

**Support for sales** teams online and offline

**Improved sales velocity** and forecast accuracy

**Streamlined field and retail** execution activities

**Intelligent recommendations**, insights, and analytics (AI)

**Easy adoption** through and intuitive user experience

**Seamless integration** with your existing applications

Support for a **Collaborative Platform**

## Key Capabilities Enabled by SAP Sales Cloud

### Uncover insights with a 360-degree view of every customer

- Drive customer advocacy by delivering meaningful interactions leveraging front and back-office insights.
- Become a trusted advisor by guiding buyers based on their needs at each stage of their journey.
- Build deep relationships and connect with prospects leveraging social and business insights

### Deliver impactful sales interactions from anywhere at any time

- Streamline selling and simplify actions with voice-to-text and click-to-call functionality.
- Increase sales efficiency with next-action recommendations and virtual voice assistance.
- Know your customer at a glance and engage online or offline.

### Focus sellers on the right business with intelligent sales

- Prioritize leads most likely to convert with AI-driven insight and intelligent scoring.
- Focus sales resources on opportunities with the highest propensity to close.
- Proactively engage at-risk opportunities with forecast intelligence and visual pipeline analysis.

### Accelerate sales cycles and improve win rate with guidance

- Deliver effective customer interactions with tailored best-practice guidance.
- Improve sales outcomes across different lines of business.
- Ensure execution consistency across diverse sales organizations.

### Provide frictionless engagement with deep integration

- Improve buyer interactions and exceed delivery expectations with real-time pricing, inventory, and available-to-promise insight.
- Engage customers strategically with a full view of active service issues and fulfillment inquiries with prepackaged integration to enterprise software.
- Streamline lead-to-cash-to-fulfillment processes with less complexity and at a lower total cost of ownership.



Say Hello

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