



The Starting Point

In recent years, sales has changed quite a lot due to new technological developments and a general shift in attitudes regarding how customers make purchasing decisions. According to latest studies, 97% of cold calls are ineffective, and 57% of buying decisions are made before a sales rep gets involved. Therefore, it is essential for sales teams not to fall behind using outdated selling strategies. They need to see sales from a different angle and learn new ways to approach customers.

As a market leader in end-to-end enterprise application software, SAP constantly needs to upskill and develop its consultants' sales skills. SAP partners discovered that their sales executives needed assistance in winning net new name customers and in developing cross and upselling opportunities with existing accounts. The consultants needed the right sales skills to overcome these challenges.

The Goal

The main goal was to help consultants grow their high-priority accounts more strategically. This goal was achieved by infusing specific design thinking tools and techniques into the account planning process and by introducing targeted virtual learning sessions, which have proven to be highly effective thanks to a blended learning approach.

Over five sessions, the participants of the Virtual Inspirational Selling Program had the chance to apply selected sales skills and techniques to their particular market and solution. Furthermore, they had an opportunity to playback their new skills in a safe virtual environment.

Throughout the Inspirational Selling program, the consultants got a deeper understanding of their accounts' businesses and end customers. These fresh insights helped the participants paint a clearer and vivid picture of their accounts' needs and to connect the value of their solution with it. This sharper understanding led to valuable ideas about sales opportunities making it clear to them which solutions and services they could offer to their customers and how to best position them.

The Solution & Result

After the Virtual Inspirational Selling Program experience, the consultants adopted the Inspirational Selling approach to find new leads and develop existing customers. The participants transferred their newly acquired knowledge to their colleagues, transforming their sales teams into trusted advisors for their clients. This transformation led to an increase in cross and upselling opportunities with both existing and new accounts. After the program, participants were able to bring back to the negotiating table deals set aside, qualify their prospects, and raise the interest of potential customers.

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“ I'm grateful I could attend this training. It was very well-structured and straight to the point. Very few courses are as practical and useful. Especially in the remote sessions without direct contact with the trainer, the content was engaging and entertaining. I straight implemented the sales process I learned during the training, and I can already see some results. The Game Theory session was my favorite. The tips about how to negotiate with customers were very insightful. Sometimes you feel weak, but you want to give more to the customer. I learned that if you are well prepared, you have more chances to close the deal. I would say that that training has contributed to more than 70% of my current approach to how I curate each step of the sales process to be successful. I am sure that if I follow all the steps and directions consistently, this training will improve my closing ratio. The virtual Inspirational Selling Program helps salespeople step up, approach the customer better, and have a better sales closing ratio. ”

Pragna Vora
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