



The Problem

The Channel Enablement Team of SAP in EMEA experienced that partners who attend sales trainings have higher growth rates, but the time spent in classroom trainings is also time which could be used at the customer instead. That's why SAP teamed up with PDAgroup to develop a totally new format of sales enablement for selected top partners.

The Goal

With the so-called "Partner Challenge" a holistic learning program for sales and presales teams was created. Only top partners and high potentials were invited to attend this 13-month program. The partner teams consisting of one sales and one presales person were asked to perform 11 tasks as efficient team. Teams had to prepare themselves for the different tasks in areas from business planning, demand generation to deal closing with available elearning material. In online coaching sessions the teams were assessed and coached on certain tasks. The deliverables of each task were closely aligned to the daily tasks a best run partner business should do anyway. This way the teams were able to learn and practise certain skill before executing it for real. At the same time the Partner Challenge acts as a competition where partner organisations are able to benchmark their skills against their peers locally or across EMEA and develop a strong team spirit.

The Result

The enablement program was so successful in the first year that it was successfully continued and expanded four times. Participating partners grew their businesses at a year-over-year rate 25% above the average of other partners and were able to adopt innovations from SAP more quickly with a shorter time to revenue. In France 70% of the sales orders came from partners who participated in the Partner Challenge.

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200+

Teams from SAP channel partners from all over EMEA



70%

Of sales orders came from partners who participated in the Challenge



4

Years of successful results

“Participating in the Challenge was really helpful for our team. We improved and strengthened our marketing and sales processes thanks to the techniques learned within the program. The cooperation and the training aid provided, were relevant for these improvements and, in particular, they led us to develop a more structured approach to social media.”

Diego Sossai
Head of Channel Management
Méthode

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