SAP® Customer Experience

SAP Sales Cloud

Transform Retail Execution and Create the **Perfect Store** with SAP® Sales Cloud
Deliver the Right Product at the Right Time, Place, and Price to Win at the Shelf Every Time
Apply Advanced Tools to Deliver an Amazing Buying Experience

We live in a consumer-driven world where virtually unlimited buying options can meet shoppers’ ever-changing preferences. To succeed in this environment, sales teams and merchandisers need perfect retail execution that delivers the right product at the right time and the right place. The SAP® Sales Cloud portfolio can help you create the perfect store to meet evolving consumer expectations in the moments when purchasing decisions are made.

With consumers in complete control of their shopping experience, there are fewer second chances in retail. If shoppers don’t see the product they’re looking for on the shelf where they expect it, they’ll either buy a competitive product or just move on. To capture and keep market share, you must have perfect engagement with the consumer and perfect execution at the shelf.

Quick to deploy and intuitive to use, SAP Sales Cloud helps you achieve flawless in-store execution to enhance the consumer’s shopping experience (see Figure 1). It helps your sales teams and merchandisers boost retail performance and empowers your sales reps to work more effectively with support for visit planning, preparation, and execution, as well as analytics. It also provides sales and marketing managers with the critical insights needed for retail activity optimization to maximize the return on brand and promotion investments. What’s more, advanced mobile cloud functionality keeps sales reps up-to-date and informed while they’re on the road – or in the store.

Figure 1: Perfect Store Execution with SAP® Sales Cloud
Improve **Visit Planning** and Preparation

When your sales representatives make store visits, you want to make sure they can concentrate on selling. SAP Sales Cloud helps you accomplish that with the following planning and preparation functionality:

- **Configurable activity plans:** Maximize productivity with customized and personalized activity plans for every campaign. With easy access to tasks, surveys, and promotion documents, sales reps can focus on the right activities per store.

- **Route and visit optimization:** View, search, and filter store locations based on visit frequency, history, priority, account classification, or any other criteria. Obtain the corresponding route optimization plan for sales reps to zero in on high-priority locations first.

- **Comprehensive map and calendar view:** Help sales representatives get more done. With a single view of their maps and calendar (see Figure 2), reps can optimize their route plans and be smart about planning their store visits.

- **Reverse planogram engineering:** Empower sales reps to create missing planograms with machine learning by using images of actual products. This feature helps with strategic shelf placement as well as brand and shelf compliance.

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**Figure 2: Integrated Map and Calendar View for Route Planning**
Win on the Shelf Every Time with **Perfect Store Execution**

SAP Sales Cloud enables field sales reps to make the most efficient use of time during store visits, enhance decision making, improve sales effectiveness, and promote the perfect store experience with the following functionality:

- **Geolocation check-in and check-out**: Improve visit effectiveness by making it easier to track the amount of time sales reps spend at each store and mandating the validation of tasks and surveys before checking out.
- **Surveys and tasks**: Help sales reps work smarter. Provide relevant surveys and tasks based on the type, size, or classification of store they’re visiting. Attach up-to-date marketing materials to electronic visit details and eliminate the need for hard copies of product information or promotion material.
- **Product and promotion audits**: Validate product presentation, visibility, and availability with the imaging intelligence add-on for SAP Sales Cloud. Enable sales reps to capture in-store images, compare them in real time with the desired merchandising configuration, and take corrective action based on predefined rules and a highlighted realogram (see Figure 3).
- **360-degree store visibility**: View details and follow-up items from prior visits. Using an intuitive game-like interface, sales reps can make notes, capture images to analyze later, and gather competitive information.
- **Sales quotes, orders, and service tickets**: Do more during in-store visits. Generate quotes, orders, and service requests. Create follow-up documentation. Capture binding electronic signatures. And do it all right in SAP Sales Cloud.
- **Account-specific product lists and back-office connectivity**: Make ordering and replenishment fast and easy. Give reps product lists, billed revenue to date, and order history by account to help them determine and maintain the correct product assortment, identify up-sell and cross-sell opportunities, and track performance to objectives.
- **Online and offline mobile support**: Enable sales reps to work from a responsive user interface using any mobile device. And when they are back online, SAP Sales Cloud automatically refreshes all work and activities related to the visit.

![Figure 3: Integrated Image Recognition Technology for Brand and Shelf Compliance](image)
Use **Advanced Analytics** to Gain Insight and Improve Performance

The use of real-time data and analytics can completely transform the way your sales reps engage with retailers and how you make pricing, promotion, and placement decisions. SAP Sales Cloud provides real-time insight into the key performance data that matters to you most, all in an intuitive dashboard-based interface (see Figure 4). You can see how individual stores are performing; understand consumer buying patterns; evaluate pricing, sales volume, and inventory; and analyze any number of variables to inform on-the-spot decisions. All of this insight and more is available through the following functionality:

- **Productivity and completion analysis with tasks and surveys:** Monitor and benchmark time spent in the store and analyze KPIs such as revenue and activity completion to identify best practices and areas for improvement. Plus, you can gain visibility into gaps in store visits.

- **Store monitoring:** Evaluate how stores are performing individually and compared to similar stores. Analyze trends in store performance based on photo data. Create reports on share of shelf, share of assortment, and out-of-stock trends. Then define actions to improve store and revenue performance.

- **Competitive product pricing:** Get real-time insight into products and prices compared to those of the competition.

- **Sales performance measurement:** Provide effective sales coaching with insight into best practices, better data quality from photos, and the collection of additional KPIs to monitor.

**FIND OUT MORE**

To find out how SAP Sales Cloud can help you optimize your perfect store strategy so you can win at the shelf every time, contact your SAP representative or visit us online.

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**Figure 4: Real-Time Analytics and Reporting to Measure Business Success**

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