

SAP leverages Digital Selling Tactics with LinkedIn



Location: Walldorf, BW | No. of Employees: 95,000
Industry: Computer Software



Challenge

SAP has long been leader of the pack with selling practices, but in a competitive field, they have needed to find ways to improve the ways they sell. Thus, much of their focus has been on instilling effective behaviors and practices throughout their salesforce.



Solution

- By adopting Sales Navigator as its digital selling platform, SAP felt it had the right software in place. The organization then placed its focus on helping reps get the most out of these tools, through training and sophisticated performance measurement.
- One transformative step that helped SAP shift up a gear was the creation of a “Train the Trainer” program, which enabled the global enterprise to bring sellers up to speed on best practices in a scalable way. SAP’s innovative approach generated a steady supply of enthusiastic experts who teach other sales reps best practices to recognize and communicate successful digital selling behaviors.





Results

Driving Digital Selling Success on LinkedIn:

- SAP's keys to driving success on LinkedIn are: Build a strong personal brand with a customer-centric profile, set up your alerts to get real-time insights on your target audience and engage in productive conversations to build authentic relationships.
- With this comprehensive enablement infrastructure in place, SAP's global digital selling program is firing on all cylinders. They found that reps who adopt digital selling behavior are 1.3 times more likely to hit quota, realize a 55% boost in sales performance, and achieve 3.6 times more deals closed. Meanwhile, SAP has seen the overall size of its network grow 20% year over year.
- There have been plenty of noteworthy individual success stories mixed in, as well. Kirsten Boileau, Global Head of Digital Selling at SAP, speaks of one instance where an account executive was going through training at the Sales Academy where she used Sales Navigator to find the right decision maker for an account. Through this outreach, she was able to put forward an opportunity worth over a million dollars.

3.6x
more deals closed

