

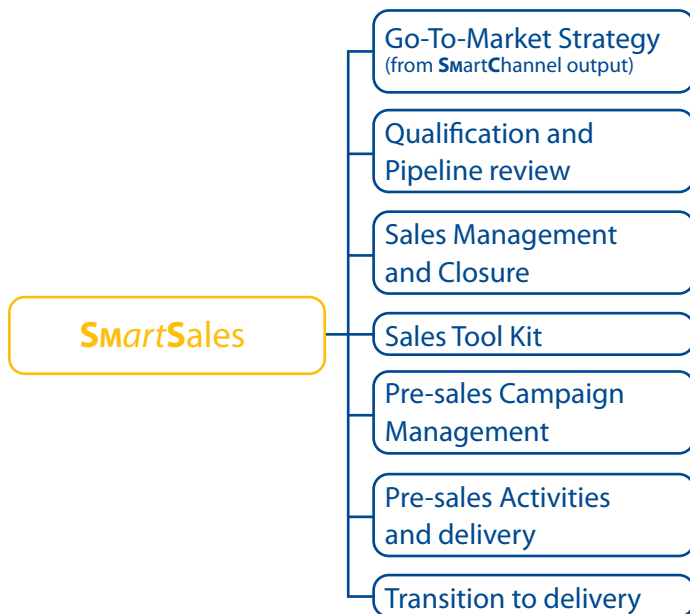
Solutions Overview

SmartSales is the sales management element of the SMB Channel Enablement solution for new and existing SAP Channel Partners.

It is a flexible and comprehensive sales management support solution developed by SMB Solutions to bring SAP sales experience and expertise to SAP Channel Partners.

SmartSales focuses on supporting Channel Partner (VAR) sales strategies and activities in order to generate rapid product sales and sustained revenue growth.

THE **SmartSales** ENABLEMENT MODEL



SmartSales is a package of product and service deliverables aimed at enhancing the sales management and closure potential of Partner Solution Sales.

SmartSales provides expertise on a flexible commercial basis. SMB offers total flexibility, allowing you to pick and choose the **SmartSales** element(s) that you need.

GO-TO-MARKET STRATEGY & VALIDATION

Using the value proposition and go-to-market (GTM) strategy derived from the **SmartChannel** strategy, our

enablement team will now work closely with your sales professionals to validate it into the business and sales process. They will provide SAP centric sales guidance, support and market experience to ensure sales success.

QUALIFICATION & PIPELINE REVIEW

Qualification at the initial stage and regularly thereafter during the sales cycle is essential. A set of qualification tools and check lists developed by SMB Solutions in partnership with SAP Global is available to you ensuring you chase the “right” deal.

SALES MANAGEMENT & CLOSURE

SmartSales is designed to actively support your sales investments. It principally aims at shortening the typical SAP sales cycle to an acceptable duration in the mid-enterprise market.

SALES TOOL KIT

SMB Solutions has developed a proven sales tool kit to aid the sales process and provide competitor advantage. Each element of the tool kit is flexible to individual sales requirements and has been chosen and developed specifically for SAP mid-enterprise customers.

PRE-SALES CAMPAIGN MANAGEMENT

SMB Solutions has a vast cross-industry experience ensuring that your pre-sales campaign is truly an accelerator of your sales cycle.

PRE-SALES ACTIVITIES AND DELIVERY

SmartSales make sure that your pre-sales deliverables are reusable. They must also be “personalised” to your prospects. For example, use the GuiXT tool to add a familiar logo for your prospects.

TRANSITION TO DELIVERY

A successful transition to delivery is critical to the success of your customers’ projects. SMB Solutions can support your first steps in a new projects by helping you to work within the ASAP methodology, for example. Ensuring a good handover process from your pre-sales resources to your delivery team.

SmartSales BENEFITS

With **SmartSales**, the focus is on transferring knowledge to the SAP Channel Partners from SAP via SMB Solutions.

In addition to our pooled resource and thanks to a close and long relationship between SAP and ourselves, our customers are given an almost unlimited access to a network of SAP expertise.

Readily available SAP expertise available allows our customers to benefit from mid-enterprise proven sales processes and customer retention strategy.

SMB SOLUTIONS

SMB Solutions (SMB) is the dedicated SAP consultancy and software services division within SMB Group Ltd, with business activities in the UK and Overseas. Our target market is the SAP SME market place including subsidiaries of larger organisations. We work directly with mid-enterprise customers as well as SAP SME Divisions and the SAP Partner community.

SMB understands the needs of mid-enterprise companies and their business system requirements. Our approach means that we work in partnership with them to ensure that the solution delivered in is line with their needs and the implementation process has minimum impact on business operations.

Additional consulting and software solutions are available from SMB Group and for further information please refer to our website at www.smbolutionsgroup.co.uk or e-mail: info@smbolutionsgroup.co.uk