



Re-inventing B2B Sales: Salesforce for your B2B sales

Webcast, September 17, 2021

salesforce

PARTNER



WHY

*you should spend
one hour with us today?*

In this webcast, you will gain a deeper knowledge how technology helps you to...

- ... increase **customer experience and satisfaction** and to use it as a **sales driver**
- ... **improve your processes** and increase **efficiency** due to **time and cost reduction**
- ...**manage and steer your sales teams** and increase **process quality** and compliance

Your speakers today



**Simone
Schatto**

**Director Customer
Transformation &
Salesforce Practice
Lead**



**Sebastian
Schwärzl**

**Manager Customer
Transformation &
Salesforce Practice
Manager**



Jürgen Samuel

CEO



Octav-Nicolae Prihoi

Chief Architect



Ana-Maria Hagea

**Salesforce
Administrator &
Developer**

We combine our experience and perspectives to deliver the best results.

*“Sharing industry expertise & capabilities to support customers to **re-invent B2B sales for our clients** – helping them to transform their sales function and customer interaction”*



Functional Strategy & Transformation

- CRM Analysis & Assessment
- Digital Strategy for Marketing, Sales, Service & Commerce
- Customer Journey & Touchpoint Excellence
- Target Operating Model & E2E-Process Management
- Organizational Change, Training, Enablement & Project Support

Consulting, Solutioning & Development



- Project/ Program Planning & Management
- Technical Design & Solution Architecture
- Technical Implementation
- Testing, Go-live & Hypercare
- Development & Continuous Improvement

Exemplary Salesforce Expertise



Marketing
Cloud & Pardot



Sales
Cloud



Service
Cloud



Commerce
Cloud



Integrations



Agenda

I.	Introduction	10 Min
II.	Project Examples & Salesforce Demo	35 Min
III.	Outlook on Realization	10 Min
IV.	Q&A Session	5 Min

In the context of customer relationships, there are three key challenges



From 'Sales' to 'added value in the buying process'

Increased tech-affinity, also B2B – Online research long before a sales representative is approached actively.



From 'sales' to 'sales engineering'/ 'sales architecture'

Complexity for sales staff along the sales process due to, among other things, product variants, cost and price calculation, legal requirements, internal approval procedures and multi-level negotiation rounds.



From 'sales steering' to 'orchestration and leadership'

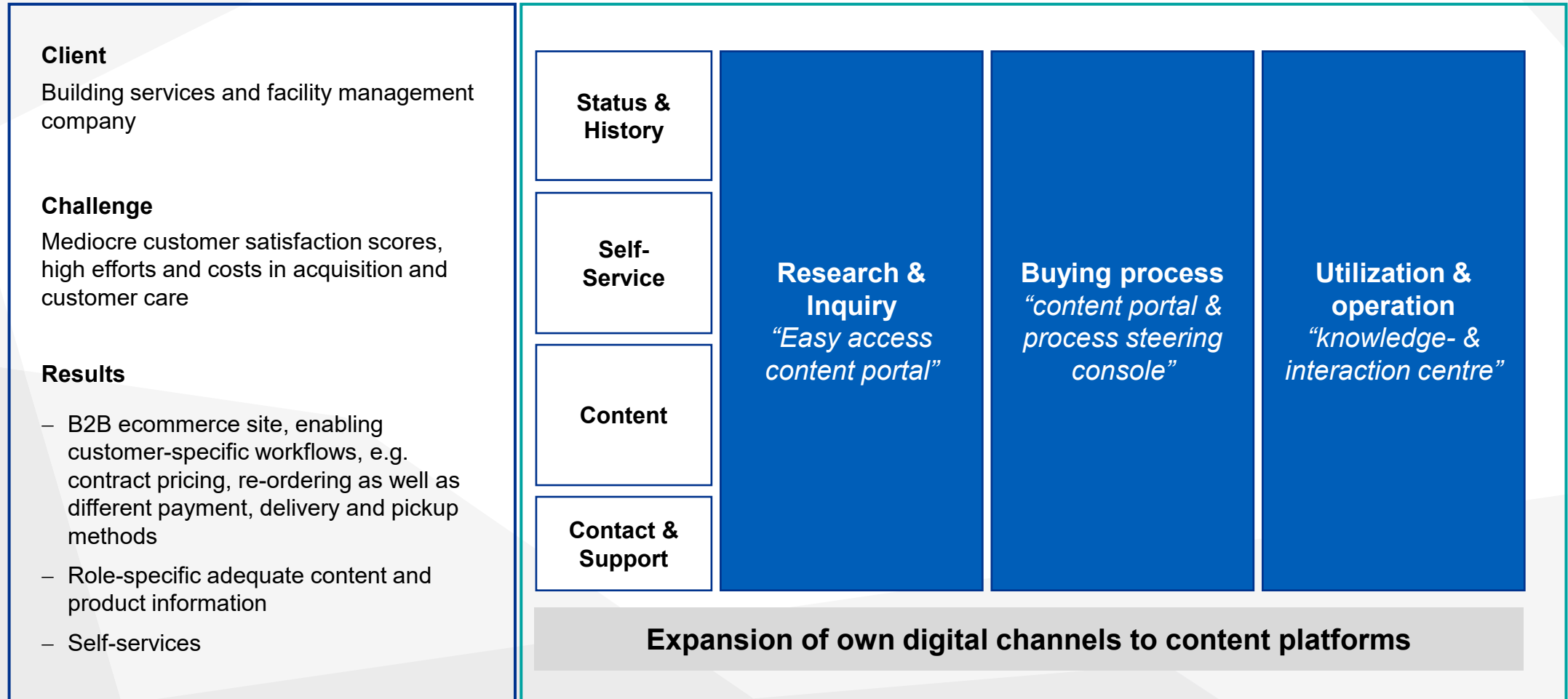
Complex sales processes and buying center structures as well as the need to manage tasks and people in the sales team

B2B customers become more digital – the sales organisation should become too

Agenda

I.	Introduction	10 Min
II.	Project Examples & Salesforce Demo	35 Min
III.	Outlook on Realization	10 Min
IV.	Q&A Session	5 Min

Project example 1: B2B Commerce and Content Portal with role-specific and personalized information



Project example 2: Sales Process Support Quote to Contract

Client

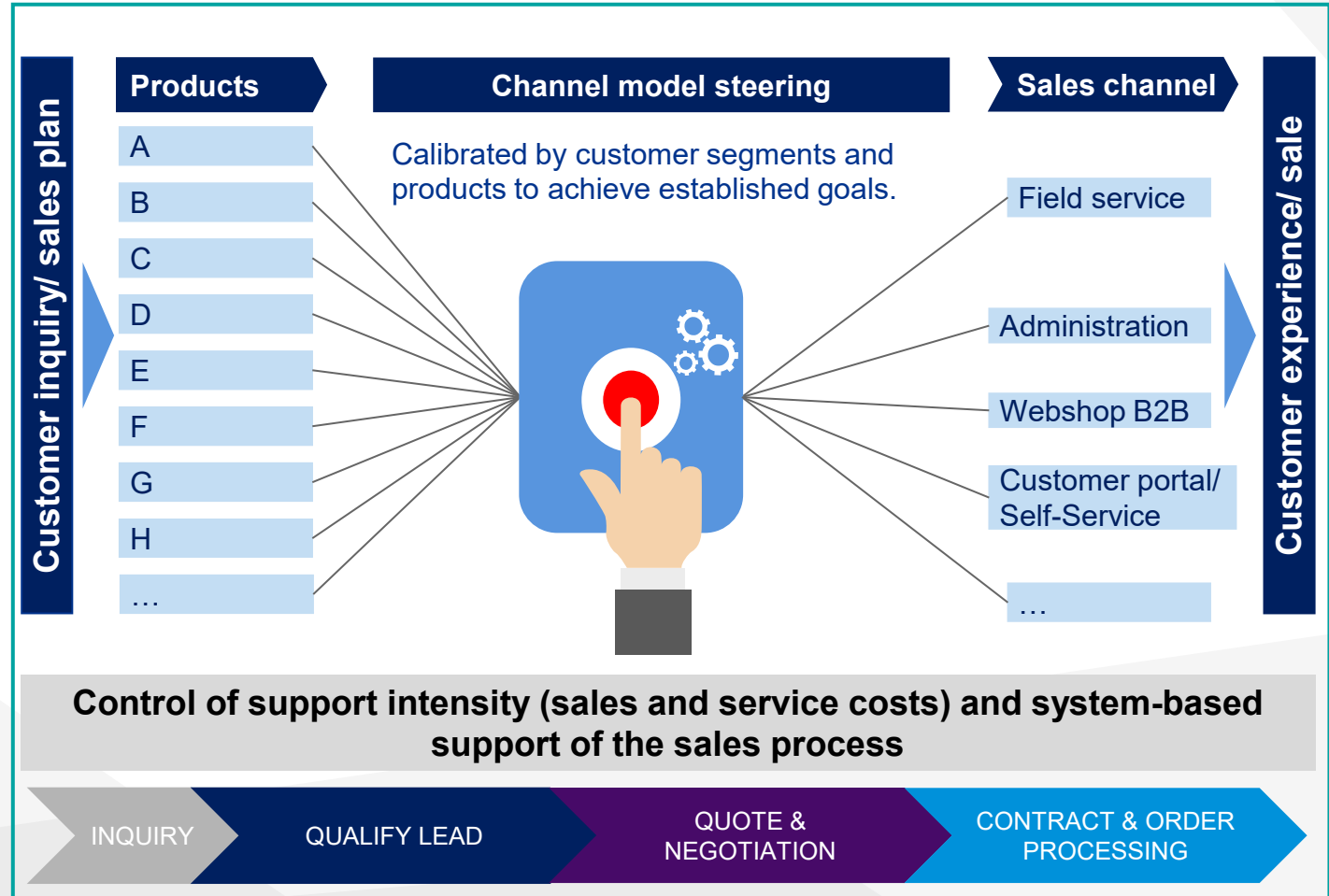
Mobility solution provider

Challenge

Need to decrease cost of sales and cost-to-serve

Results

- New customer value-based segmentation model
- Channel management concept to steer customers based on customer value (margin & estimated future sales)
- System- and data-based **workflow for “quoting to contract”**, e.g. internal quality gate requirements, negotiation rounds, price and quote building blocks
- **Integration in interfacing processes and systems** for a single and shared view of the customer, inquiries and quotes (e.g. order processing, document management)

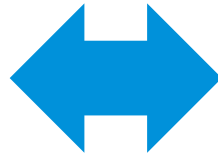


Use Case: B2B Commerce Demo & Sales Process Support Quote to Contract



Vendor:
Capricorn Coffee

Produces and sells espresso machines, accessories and coffee assortments.



Client:
Coffee'n Cake

Chain of coffee shops in Austria, Switzerland and Germany.



Nicolas Heine
Sales Rep



Michael Kurz
Sales Manager



Susan Letterman
Director



Max Muller
Technical Engineer



Caroline Keller
Purchaser

Agenda

I.	Introduction	10 Min
II.	Project Examples & Salesforce Demo	35 Min
III.	Outlook on Realization	10 Min
IV.	Q&A Session	5 Min

Potential roadmap: Use Cases differ in complexity and timeline.

ILLUSTRATIVE

Increasing complexity

Re-Inventing B2B Sales

Solutions to transform sales function and customer interaction

1

**Quote-to-Contract
Sales Reporting & Steering**

How to achieve it:
Salesforce Sales Cloud
ANT Sales Radar

2

B2B Commerce

How to achieve it:
Salesforce B2B Commerce
Salesforce Service Cloud

3

B2B Content Portal

How to achieve it:
Salesforce Pardot
Salesforce Community Cloud

Integration

4

**Open API layer
Salesforce / ERP integration scenarios**

How to achieve it:
Integration Platforms

Agenda

I.	Introduction	10 Min
II.	Project Examples & Salesforce Demo	35 Min
III.	Outlook on Realization	10 Min
IV.	Q&A Session	5 Min

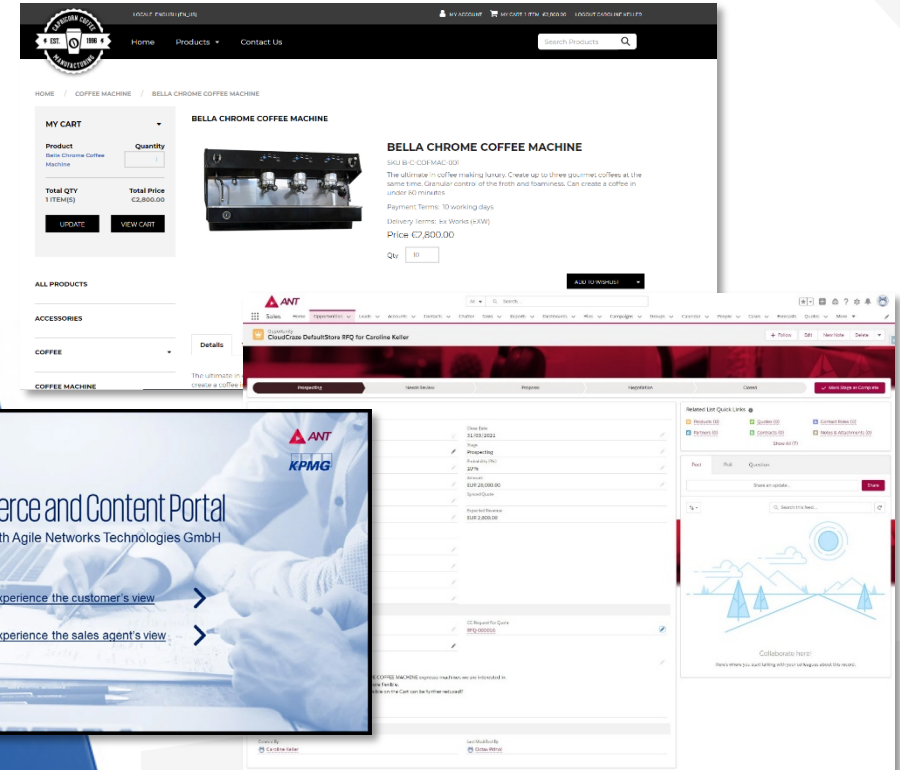
Thank you for your attention



Thank you for your attention!

Key Takeaways:

- **Increase customer experience and satisfaction and to use it as a sales driver**
- **Improve your processes and increase efficiency due to time and cost reduction**
- **Manage and steer your sales teams and increase process quality and compliance**



**Click here to experience the KPMG & ANT
Salesforce Use Case „B2B Commerce & Content
Portal“**



Contact Us

We'd love
to hear from you!



Simone Schatto
Director, Consulting

T +49 221 2073 6462
M +49 170 410 7905
sschatto@kpmg.com

KPMG AG
Wirtschaftsprüfungs-
gesellschaft

Barbarossaplatz 1a
50674 Köln
Germany

www.kpmg.de

KPMG in social networks



Sebastian Schwärzl
Manager, Consulting

T +49 201 455-7000
M +49 171 3891213
sschwaerzl@kpmg.com

KPMG AG
Wirtschaftsprüfungs-
gesellschaft

Alfredstraße 277
45133 Essen
Germany



Jürgen Samuel
CEO

T +49 610 3398 9122

juergen.samuel@agilenetworks.tech

Agile Network Technologies GmbH

Robert-Bosch-Str. 32
63303 Dreieich
Germany

<https://agilenetworks.tech>

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2021 KPMG AG Wirtschaftsprüfungsgesellschaft, a corporation under German law and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved. The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.