

SAP Concur | Gold Winner

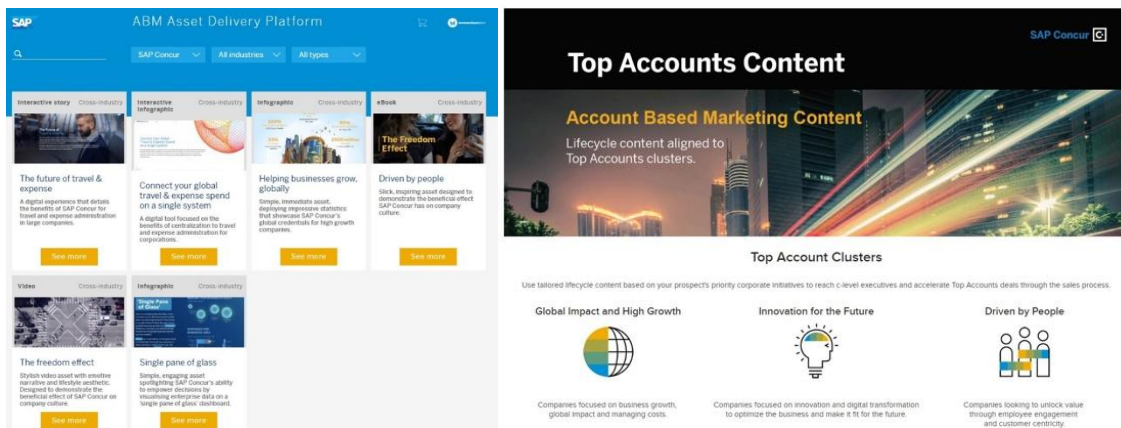
Enabling Sales to Accelerate Growth

A newly formed SAP Concur account-based marketing (ABM) team was created in January of 2019 with the charter of building an insight-driven and scalable ABM approach that delivers bottom-line impact across all regions.

The team recognized that the success of the program, now called the Top Accounts Program (TAP), required a strategic relationship with sales, providing them innovative offerings, ongoing enablement, and impactful results.

Building credibility with Sales from the start was key to capturing their attention and keeping them engaged. The Marketing team did this by developing new, innovative program offerings not available to other accounts outside the program, such as account insights and research, intent monitoring and Slack alerts, intent advertising, web personalization, and content personalization through the SAP ABM Asset Delivery Platform.

Delivering ongoing sales enablement was also a top priority, starting with kick-off calls, five in-person sales workshops, an interactive sales playbook, fundamentals training series, and all content in one user-friendly location in Highspot (a sales enablement tool).



At the outset of the ABM program launch, the team adopted a staged approach to measuring business results. Success factors in the first year of the ABM program centered around:

- Enabling sales growth
- Engaging leadership for program buy-in
- Filling a distinct need in the company objectives
- Leveraging current technology in innovative new ways
- Bringing on new marketing technology tools

- Partnering with sales and marketing to deliver relevant content to the accounts
- Providing ongoing support and training to sales and marketing
- Measuring incremental improvements in Reputation, Relationships, and Revenue metrics

In the first few months, results focused around point-in-time ABM program launch activities, such as 1) number of account plans completed; 2) number of sales team members trained/engaged; 3) number of sales workshops held; 4) satisfaction scores of sales workshops; 5) number of content pieces created by cluster and lifecycle stage; etc.

The team also established an overall scorecard, embracing the ABM categories of Reputation, Relationships, and Revenue, as well as a set of benchmark metrics for each of the market units participating in the program.

Critical to the success of the program is the cooperation and alignment between the SAP Concur sales account owner and the primary owner of the SAP account to which SAP sells its travel and expense solutions. To measure this, the SAP sales engagement lead established a short survey for sales participants to assess various aspects of working together with their SAP sales counterparts to establish an initial “RHI (relationship health index) benchmark” per market.

However, the best way to engage Sales is results, and this program has them. At the 9-month milestone from the initial launch, the TAP program is delivering strong digital engagement and revenue results:

- Digital engagement with target accounts on LinkedIn is 2x the company benchmark with non-ABM accounts
- TAP opened new opportunities for sales in over 50% of the 71 accounts in the program, resulting in \$7.6M net new pipeline
- There have been significant account sales stage progressions
- There have been five closed won deals

Images from the Sales Playbook:

