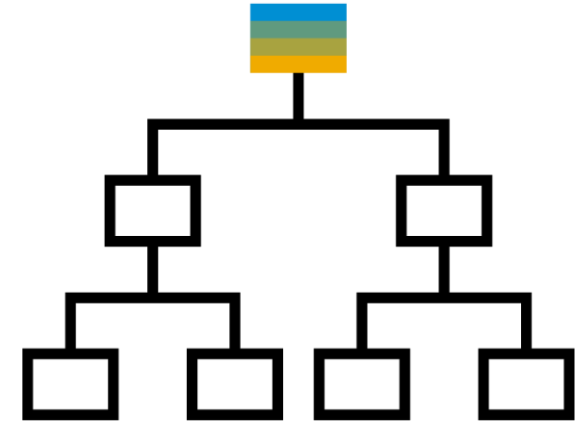


App Center

Partner Sales Strategy Guide

PUBLIC



Introduction

The Partner Sales Strategy Guide serves to make SAP Concur App Center partners aware of how our organization operates in order to grow their footprint in our sales and distribution environment.

Upon reviewing this guide, App Center partners will better understand:

- The App Center's place in the our organization
- Our account team roles and what they care about
- ENT and SMB distribution hierarchies and what parts of our organization they might further engage
- A variety of terms and acronyms
- Best practices for sales engagement
- How our teams learn about partner solutions
- How to increase exposure within our distribution teams

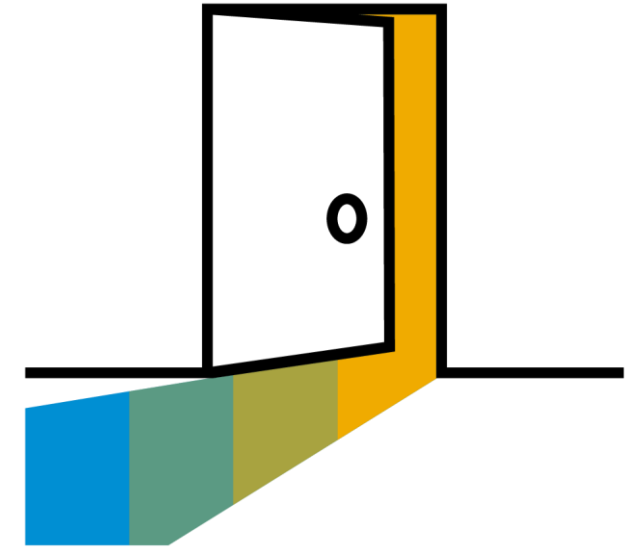
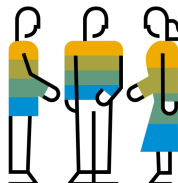
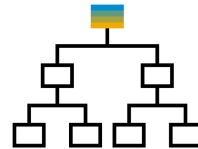


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SAP Concur Background



SAP Concur solutions

SAP Concur solutions connect our clients' expense, travel, and vendor invoice spending in one system, providing a single way to manage spending from end-to-end, gain greater visibility into transactions, improve compliance, and simplify the process for everyone. They provide transparency and visibility into employee spend, the ability to enforce policy, and the ability to make intelligent spend management decisions.

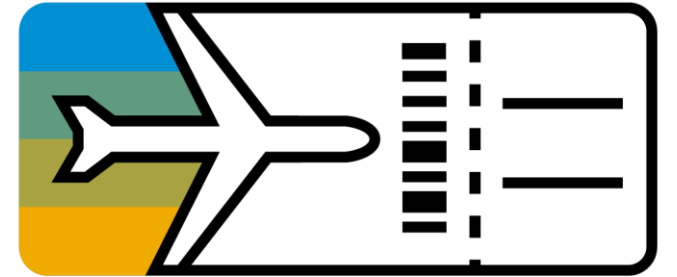
To learn more about the core SAP Concur products, visit the following links:



[Concur Expense](#)



[Concur Invoice](#)



[Concur Travel](#)

SAP Concur differentiators

How do SAP Concur products automate spend management?

Efficiency

- Eliminate duplicate payments, with improved accuracy and reduced time spent on manual data entry

Speed

- Faster payments mean happier employees and suppliers

Regulation

- Automated deployment of company and regional policies yields greater compliance

Reporting

- Full visibility of total company spend, enabling actionable insights for strategic decision making

What makes SAP Concur special?

Mobile

- Our mobile interface is unique in the market.
- While other competitors are branching out to mobile, we constantly analyses and improves the user experience.

Flexibility

- Ability to leverage existing processes for purchase orders and receiving, or those who can be migrated to our platform.

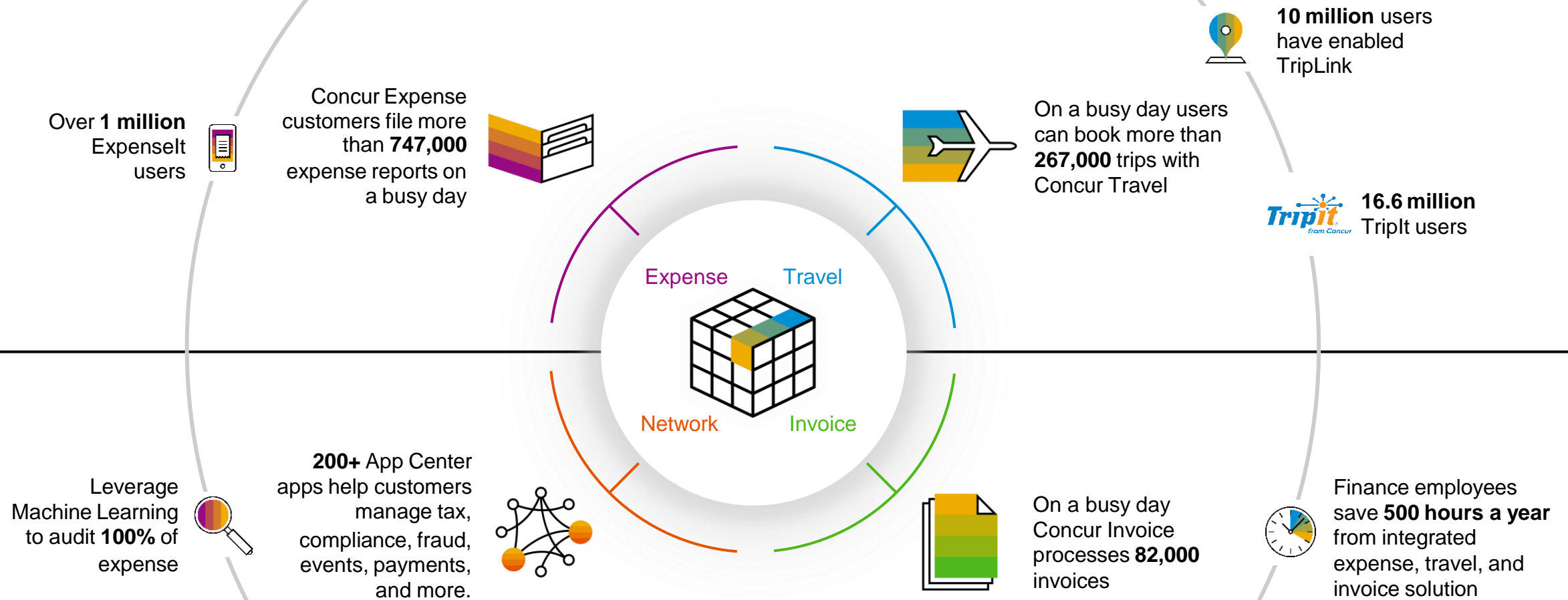
Visibility

- Simple ability to search for invoices by common criteria or the ability to build custom queries to access data.

The Platform

- None of our competitors have a full platform with app center partners that can improve a number of different business processes.

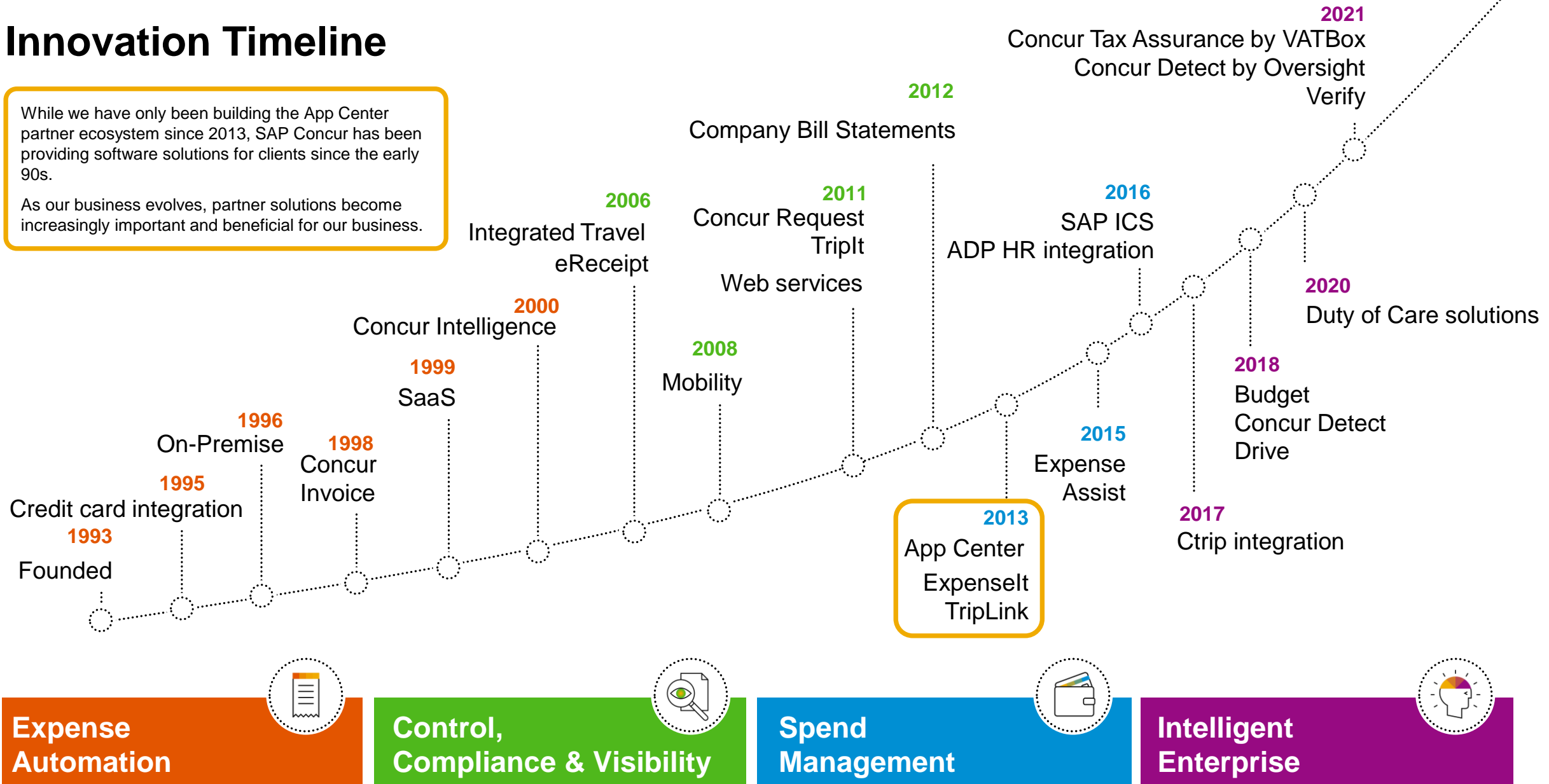
Applications and Platforms



Innovation Timeline

While we have only been building the App Center partner ecosystem since 2013, SAP Concur has been providing software solutions for clients since the early 90s.

As our business evolves, partner solutions become increasingly important and beneficial for our business.



Sales Methodology

In 2021, SAP Concur invested in and implemented the Sandler Selling System across ENT & SMB.

[Beginner's Guide to the Sandler Selling System](#) (7 Minute read)

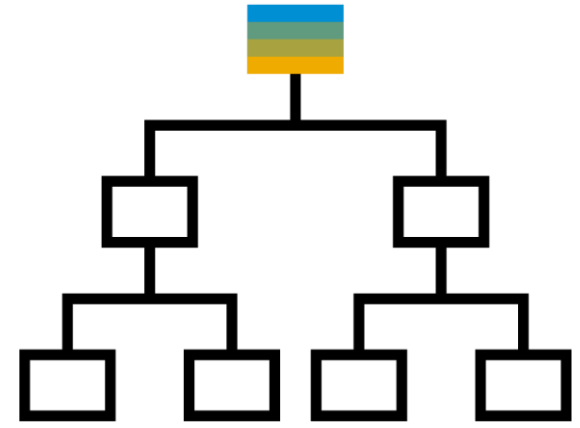
1. Establish good rapport
2. Set an Up-Front Contract
3. Uncover your prospect's pain
4. Talk about your prospect's budget
5. Start gathering information
6. Make your presentation
7. Seal the deal

The Sandler® Selling Life Cycle

From the Sandler Selling System, 7 steps that create an infinite loop of strategic selling and success



Organization



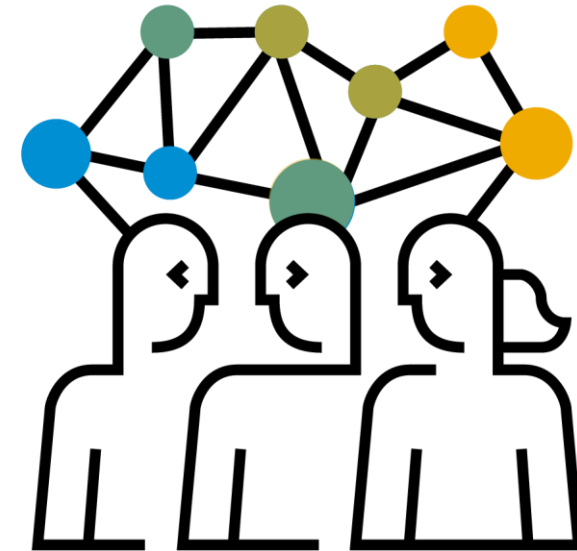
Organization Overview

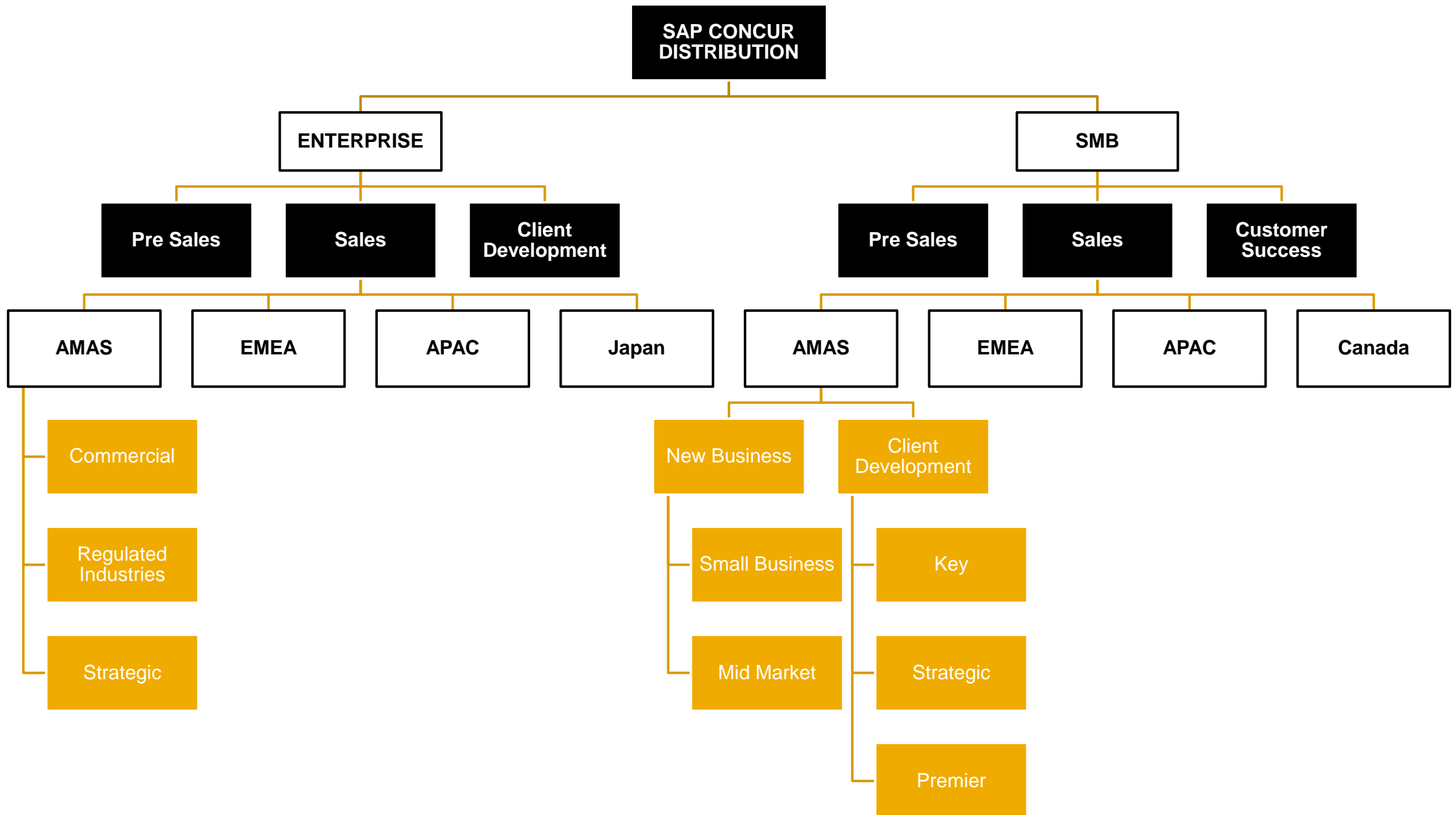
Our distribution consists of three major groups: New Sales, Sales, and Client Development/Customer Success. Depending on the nature of your App Center integration, you will need to be familiar with the groups within distribution that will be most likely to share your solution with the accounts they work with. In this section, you will find the following:

1. A high-level view of our organization
2. Enterprise and SMB account team roles you will engage with as you work to evangelize your App Center solution, and what they care about
3. Alignment of your app category with the Enterprise pillars and SMB priorities
4. Enterprise and SMB Sales org charts for the Americas

By familiarizing yourself with our organization and communicating with your SAP Concur network, you will be able to:

- Identify teams where you already have an SAP Concur contact
- Determine areas you would like to target
- Understand where your integration fits in the customer sales cycle
- Strategize based on distribution's priorities





Account Team Roles

Market Development Representatives (MDR)

Responsible for: Outbound prospecting.

Function: Inside sales reps focused on outreach, prospecting, and lead qualification.

Other common names: Business Development Representative (BDR), Marketing Development Representative (MDR), etc.

Client Development Representatives (CDR)

Responsible for: Outbound prospecting to existing clients.

Function: Inside sales reps focused on outreach, prospecting, and lead qualification.

Other common names: Business Development Representative (BDR), Marketing Development Representative (MDR), etc.

Regional Sales Executive (RSE)

Responsible for: Sales to new clients.

Function: They have a revenue and new logo target and are paid commissions based on the Annual Recurring Revenue (ARR) they sell.

Other common names: Account Executive, Sales Manager, etc.

Client Sales Executive (CSE)

Responsible for: Sales to existing clients.

Function: They have a revenue target for expansion and cross-selling and are paid commissions based on the Annual Recurring Revenue (ARR) they sell.

Other common names: Account Executive, Sales Manager, etc.

Regional Sales Director (RSD)

Responsible for: Leading a sales team of RSEs or CSEs within an assigned territory. Territories may be assigned by named account, vertical, region, and/or segmentation.

Other common names: Regional Sales Manager, Director of Sales, RVP of Sales, etc.

Customer Success Manager (CSM) SMB*

Responsible for: Supporting the clients after they purchase.

Function: They are focused on customer loyalty and building close long-term relationships.

Other common names: Account Manager, Relationship Manager, etc.

Customer Engagement Executive (CEE) ENT*

Responsible for: Supporting the clients after they purchase.

Function: They are focused on customer loyalty and building close long-term relationships.

Other common names: Account Manager, Relationship Manager, etc.

Solutions Consultant (SC)

Responsible for: Technical pre-sales assistance in the sales cycle.

Function: Support sales efforts with extensive product knowledge, answering questions and demonstrating product capabilities as needed.

Other common names: Product Consultants, Solutions Engineers, etc.

Enterprise Account Team Contacts

The contacts from each team that App Center partners will most consistently engage with are **bolded and underlined**.

NEW SALES

Market Development Representative (MDR)

Regional Sales Executive (RSE)

Solutions Consultant (SC)

CLIENT SALES

Client Development Representative (CDR)

Client Sales Executive (CSE)

Solutions Consultant (SC)

Inside Sales Representative (ISR)

CLIENT DEVELOPMENT

Customer Engagement Executive (CEE)

Engagement Solutions Consulting (SC)

Value Consulting

Travel Engagement Manager

(Travel) Virtual Account Management (VAM)

What they care about

- Adding new logos
- Commission on ARR

What they care about

- Revenue expansion
- Contracts and renewals
- Introduction of new products
- Commission on ARR

What they care about

- Value Pillars & Conversations of Value (CoV)
- Logo retention
- Revenue Under Management (RUM)
- Account Management & Strategy
- Optimization

Partner Category Alignment with the 4 Enterprise Pillars

Our clients typically fall under one of the below pillars as their main reason for pursuing a spend management solution. Enterprise teams will look for partner solutions that improve their talk track with a given client. As you evaluate your solution, consider how it aligns, and make mention of it to the SAP Concur contacts you work with. Underneath each pillar is a list of the App Center partner categories that help clients achieve it.



Controls & Compliance

ERP Integrators

Cross Border Compliance

Life Sciences Compliance

eReceipt

Digital Tax Receipts



Spend Governance

ERP Integrators

Travel Cost Savings

Invoice Payments

Meetings

IT Solutions

Client Billing

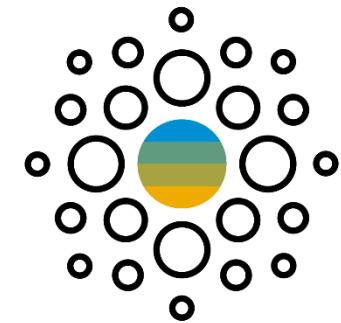


Employee Experience

Cross Border Compliance

Travel Cost Savings

eReceipt

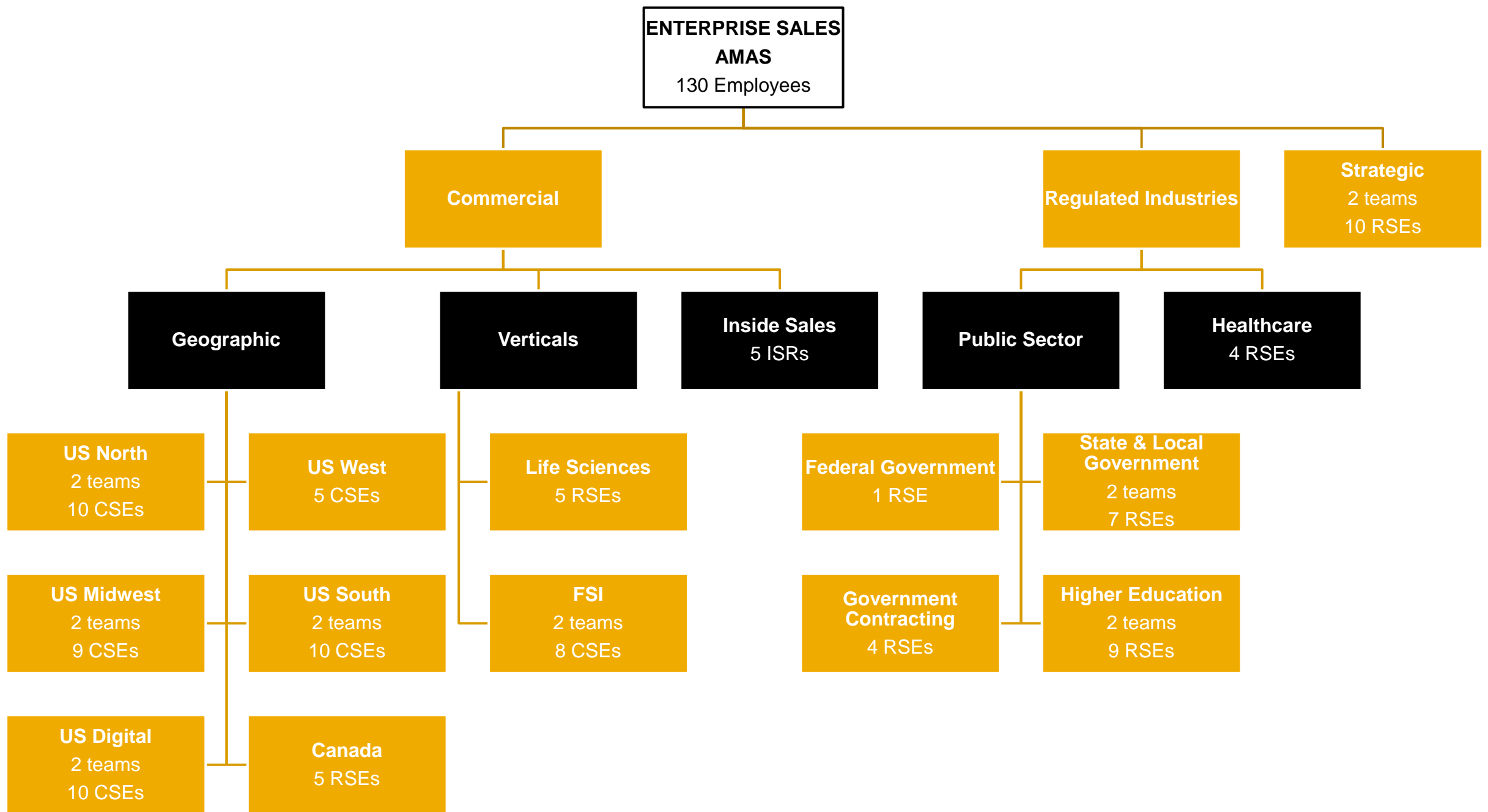


Expansion & Optimization

Cross Border Compliance

Invoice Payments

Digital Tax Receipts



SMB Account Team Contacts

The contacts from each team that App Center partners will most consistently engage with are **bolded and underlined**.

NEW SALES

Market Development Representative (MDR)

Regional Sales Executive (RSE)

Solutions Consultant (SC)

CLIENT SALES

Client Development Representative (CDR)

Client Sales Executive (CSE)

Solutions Consultant (SC)

CUSTOMER SUCCESS

Customer Success Manager (CSM)

Solutions Consultant (SC)

What they care about

- Adding new logos
- Commission on ARR

What they care about

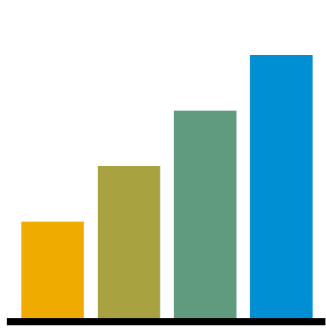
- Revenue expansion
- Introduction of new products
- Commission on ARR

What they care about

- 4 SMB Priorities
- Logo Retention
- Revenue Under Management (RUM)
- Account Management & Strategy
- Optimization

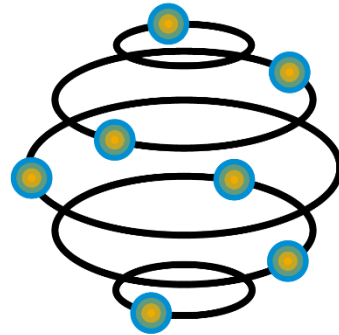
Partner Category Alignment with the 4 SMB Priorities

Our clients typically fall under one of the below priorities as their main reason for pursuing a spend management solution. SMB teams will look for partner solutions that improve their talk track with a given client. As you evaluate your solution, consider how it aligns, and make mention of it to the SAP Concur contacts you work with. Underneath each priority is a list of the App Center partner categories that help clients achieve it.



Drive Sustainable Growth

Cross Border Compliance
Travel Cost Savings
Invoice Payments
Digital Tax Receipts



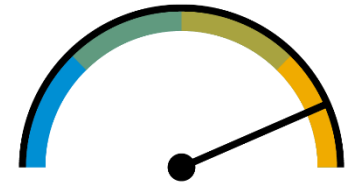
Empower your Business with Data

ERP Integrators
Cross Border Compliance
Life Sciences Compliance
Meetings



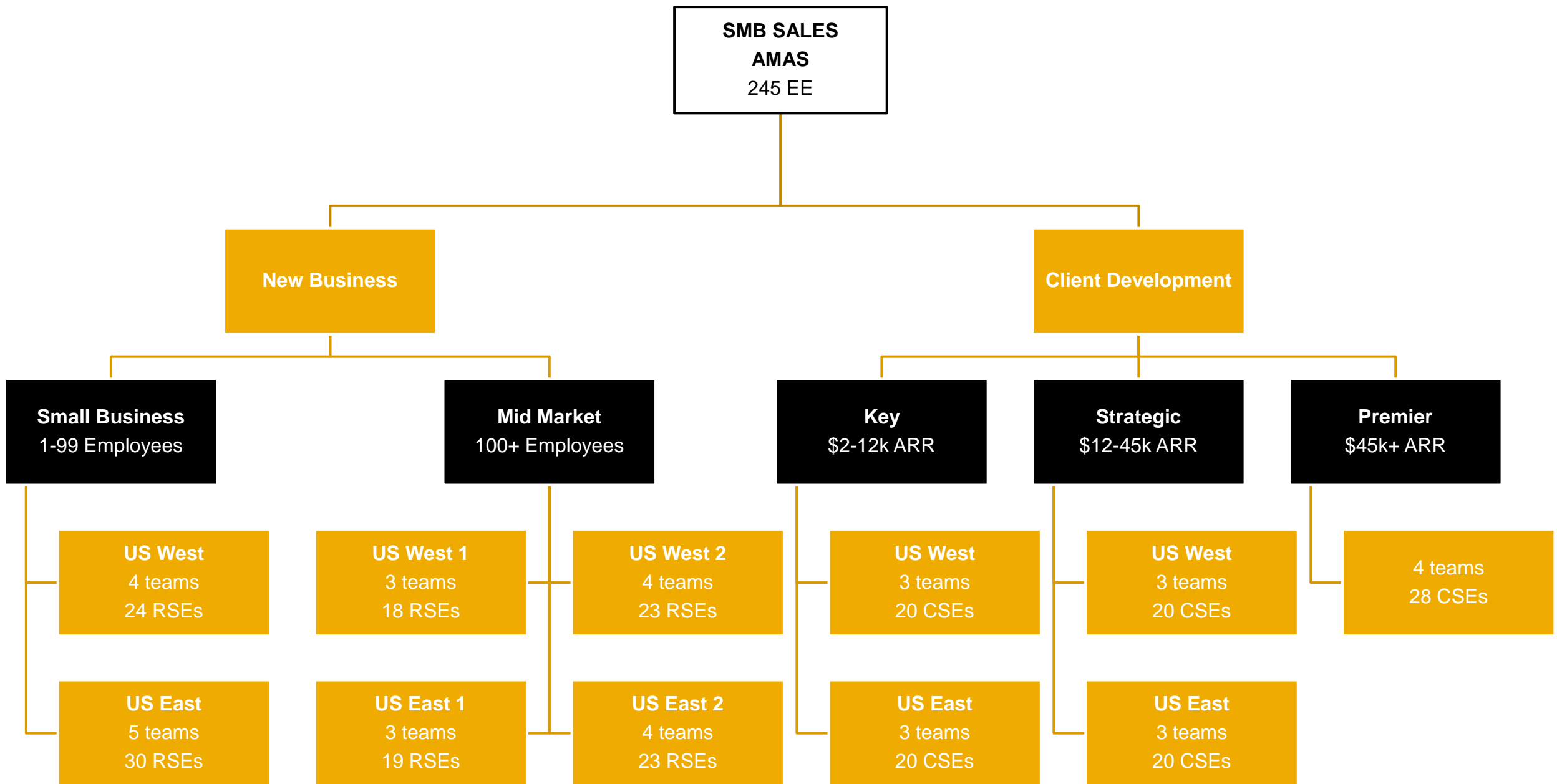
Control Spend and Maximize Profitability

Travel Cost Savings
Invoice Payments
eReceipt
IT Solutions



Optimize Efficiency and Performance

ERP Integrators
Life Sciences Compliance
eReceipt
Client Billing



Customer Phases

App Center integrations vary on where the need they address becomes most important in the customer journey. While it is possible that you will receive leads for customers in various phases of the journey, it will be useful to determine where your integration most commonly comes up for clients and their account teams.



Sales

Guides clients to make decisions on what is best for them regarding SAP Concur products

Key Role

Regional Sales Executive (RSE)
Net new customers

Customer Sales Executive (CSE)
Existing Customers

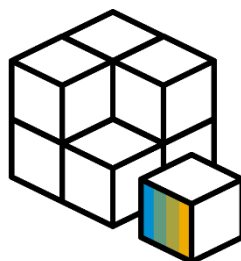


Solution Consulting

Assists sales by addressing technical, security, feature functionality, integration, and workflow questions

Key Role

Solutions Consultant (SC)



Implementation

Configures a client's SAP Concur instance (IPM) and then passes the Partner product project to the Partner for implementation.

Key Role

Implementation Project Manager (IPM)
Net new customers

Activation Coach
Existing customers



SMB Customer Success

Accompanies client with onboarding and Go-Live to ensure the utility of their SAP Concur experience

Key Role

Customer Success Manager (CSM)



ENT Client Development

Monitors customer experience in order to suggest appropriate optimizations and best practices

Key Role

Customer Engagement Executive (CEE)



Support

The client moves to Support once they have been implemented. The Partner will create a support instance on behalf of the customer.

Key Resource

Support Portal

Promote retention, renewal, and ongoing optimization

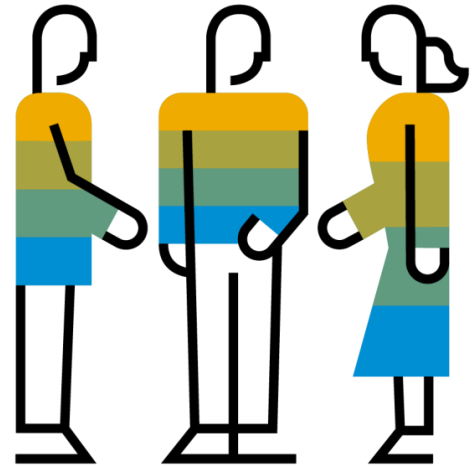
Note: APAC and EMEA partners should engage with their respective regional and local SAP Concur Business Development teams

Common Acronyms

Acronym	Explanation/Meaning
AM	Account Manager
AMAS	North America, Central America, South America
ANZ	Australia, New Zealand
APA or APAC	Asia Pacific
APJ	Asia, Pacific, Japan
ARR	Annual Recurring Revenue
ASOF	Additional Sales Order Form
BD	Business Development
BI	Business Intelligence (reporting)
BSA	Business Services Agreement
BTP	Business Technology Platform
BU	Business Unit
CAB	Client Advisory Board
CD	Client Development
CDR	Client Development Representative
CEE	Customer Engagement Executive
CE	Client Executive
CM	Consulting Manager
CoV	Conversations of Value
CRM	Client Relationship Management (system)
CSE	Client Sales Executive
CSM	Channel Sales Manager or Client Success Manager
EBM	Emerging Business Market (1-25 Employees)
ENT	Enterprise
FC	Functional Consultant
FSI	Financial Services Industry
GB	General Business

Acronym	Explanation/Meaning
GTM	Go to Market
GVE	Global Value Enablement
ISOF	Initial Sales Order Form
LAC	Latin America and the Caribbean
LATAM	Latin America
LM	Large Market
LOA	Letter of Authorization
MDR	Market Development Representative
MM	Mid-Market
NAS	North America Sales
NAT	Nationals
PSA	Professional Services Agreement
QBR	Quarterly Business Review
RM	Relationship Manager
ROE	Rules of Engagement
RSD	Regional Sales Director
RSE	Regional Sales Executive
RSM	Regional Sales Manager
SB	Small Business
SC	Solutions Consultant
SE	Sales Executive
SEA	South East Asia
SFDC	Salesforce.com
SMB	Small Medium Business
SME	Subject Matter Expert
SMN	Small Business, Mid Market, Nationals
SOF	Sales Order Form
SolEx	Solution Extension
TC	Technical Consultant
VA	Value Advisory
VC	Value Consulting

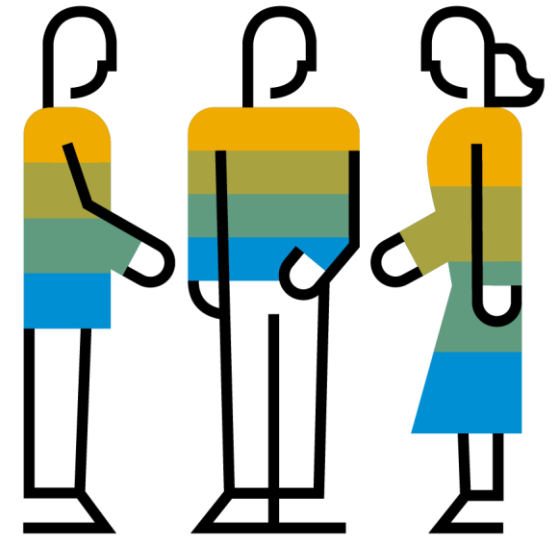
Engagement



Tips for engaging with our sales teams

Developing strong relationships with our Sales reps and directors will promote your integration's success in the App Center. Remember the following:

- Sales reps are busy, so make sure to use their time efficiently
- To help educate our sales teams on your integration(s), work with concur_AppCenterMarketing@sap.com to post your content in our field enablement tools: Highspot and Jam
- When creating content, make sure you follow SAP Concur [partner brand guidelines](#)
- Respond to [leads](#) in a timely manner and keep reps informed on the deal status of their lead
- Ask reps if there are any other clients they manage that would benefit from your integration(s) beyond leads you've received from them, or if any of their teammates would be interested in learning about your integration(s)
- Add SAP Concur sales and distribution people to your LinkedIn network
- When sponsoring SAP Concur events, engage with and meet new reps



How do SAP Concur teams learn about App Center partners?

Highspot

SAP Concur's repository for sales resources, including App Center partner brochures, demos, customer testimonials, etc.

Word of mouth

Sales and distribution discuss partners with whom they've had success

Partner presentations

Partner teams present their offerings to SAP Concur teams who express interest in their solution(s)

App Center SME Program

The App Center Alliances team holds regular meetings with sales & distribution representatives to discuss App Center updates, new partner solutions, and pertinent app categories

App Center Questions Alias

The SAP Concur organization reaches out to this alias managed by the App Center team with questions about App Center partners and offerings

Salesforce Chatter

Similar to the Questions Alias, but via a public Salesforce Chatter group

Internal Newsletters

App Center updates and content are included on various newsletters throughout our organization

How can App Center partners help SAP Concur teams learn about their solutions?

Marketing content

Work with concur_AppCenterMarketing@sap.com to expand your resources available to SAP Concur teams. Sales teams are more likely to see recently updated content, so keep your marketing content up-to-date. The App Center team will help to refresh and evangelize modified content.

App Center listing

Update and maintain your listings with compelling solution descriptions, brochures, and landing pages

Concur Events & Sponsorships

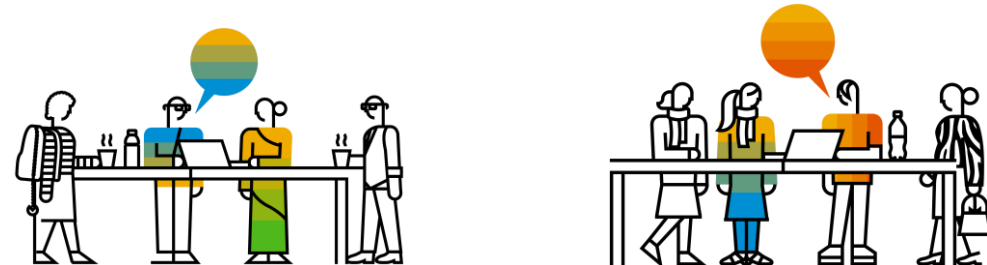
If pertinent, sponsor SAP Concur events to increase visibility for your solutions

LinkedIn

Share content related to your integration on LinkedIn to promote engagement from your SAP Concur network

Alliances

As appropriate, coordinate with an App Center alliance manager to align on marketing agendas



Team Meeting Presentation Outline

When opportunities arise to meet with SAP Concur sales and distribution teams, your team should be prepared to deliver a concise and energetic presentation of your App Center integrations. Below is a general outline of an ideal partner presentation.



Introduction

- Partners introduce themselves
- Concur team members introduce themselves
- Partner asks what the team hopes to take away from the presentation

Presentation

- Present an overview of the App Center solution's benefits
- Define target customer(s) and share an example
- Explain and demonstrate the platform functionality

Conclusion

- Share primary partner contact information so team members can reach out
- Send a follow-up email with resources

We want your feedback!

As you review the content of the Partner Sales Strategy Guide, we want to know what content or guidance are not included here that would be useful to your teams.

To raise any suggestions, please reach out to us at concur_AppCenterAlliance@sap.com.

