



AT SAP, YOU CAN IMPACT  
THE WAY BUSINESS IS RUN

Employment Type  
Regular Full Time

Job Location  
Barcelona,  
Spain

Travel  
0% - 10%

Reference Code  
ES-54202443-EN-11-002

## PURPOSE AND OBJECTIVES

We are now looking for Inside Sales Representative.

## EXPECTATIONS AND TASKS

### Territory and Account Planning

- Support the overall Territory Planning for the customer base assigned in collaboration with relevant units (marketing, field sales, operations, etc.)
- Define his/her coverage strategy and actions plan during territory / account planning activity with support from TSM and in coordination with CSE / TSE (SME) or supported by the AE (LE/PCN).
- Provide insight on campaign efficiency and coverage as well as on partner performance based on existing transactional criteria and tools.
- Provide insight on existing partner relationships/partner-led sales cycles for short- and mid-term business opportunities.
- Drive focus on revenue opportunity within a large number of accounts through segmentation of key opportunity groups.

### Pipeline Generation and Execution in Target Accounts segment

- Execute programmatic and systematic up & cross – selling outbound activities in set of installed base Accounts.
- Develop Opportunities by structuring and qualifying discovered Leads, creating and managing pipelines and moving opportunities along the sales cycle to closure.

### Pipeline Generation and Execution in LME/Territory Accounts

- Execute effective outbound campaigns to maximize coverage of the territory accounts as well as in conjunction with the territory plan.
- Follow up on Marketing-generated leads in order to qualify them in an efficient manner, and ensure high translation of lead to revenue.
- Proactively outbound call activity in top set accounts of his territory as defined in the account planning exercise.
- Maintain a good balance of Net New account business vs. installed base business by proactively targeting new prospects.
- Ensure that the full portfolio of SME products is positioned to prospects in order to maximize the value of the breadth of product available.

### Drive Software Sales in Target installed base Accounts

- Drive opportunities and generate revenue in a predetermined territory made up of installed base accounts, having ownership for full sales cycle for opportunities below defined threshold (threshold depends on account and industry).
- Responsible for closing non-complex opportunities with support of the TSE/AE when and if required.
- Co-selling with TSE's by handling some tasks in the sales cycle.

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- Effectively execute prospecting efforts to maximize coverage within the assigned territory and discovering leads and opportunities through cold calling based on extensive market analysis (direct prospecting), through follow-up of Marketing Campaigns run by the Tele Marketing/Demand Generation Teams (indirect prospecting), through creating, executing and follow-up own Marketing Campaigns (indirect prospecting), through leveraging partners, TSE's, AE's and further network (indirect prospecting).
- Co-sell with or hand over opportunities above threshold to Account Executives as necessary and required.
- Build relationships using the appropriate systems and tools in order to increase customer loyalty and to become a trusted advisor for assigned territory/industry.

Drive Software Sales in LME/Territory Accounts

- Responsible for opportunities below threshold (defined by MU/country, e.g. 100K€)
- Co-sell with partners by coaching partner sales reps to shorten sales process and improve win rate in order to achieve real volume business, taking SAP's support strategy into account.
- Keep direct contact with customers in agreement with partner.
- Escalation of critical deals/customer issues to CSE with TSM's agreement.
- Provide forecast for deals below threshold to the ISM and TSM. Ensure forecast and pipeline accuracy.

Proactive Self Development

- On top of on-the job coaching as provided by ISM, the ISE should improve her/his sales skills along various dimensions (negotiation, communication, solution/industry expertise, competitive insight, etc.) as aligned and jointly prioritized with ISM.

EDUCATION AND QUALIFICATIONS / SKILLS AND COMPETENCIES

- Bachelor or Master equivalent
- Business level English
- Business level Danish

WORK EXPERIENCE

- Minimum 2 years experience in Inside Sales environment, respectively Demand Generation
- Knowing or having successful experience in multi channel go to market models
- Knowledge and understanding of Indirect channel dynamics
- Knowledge of ERP market

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