



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.

SAP is the global market leader for business software and thus contributes a considerable part of the world's economic power grid. At SAP you get your chance to put your ideas into action with maximum impact.

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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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