SAP Learning2GO

Virtual Live Classes

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Classes for SAP ALL

**Emotional Intelligence: How to Maximize Your Business Potential**

→ Register

Length: 1.5 hours

Emotional intelligence is a critical competency for effective sales performance, leadership and building business relationships. Developing and using high emotional intelligence skills will enable you to use the wisdom of emotions to build long term relationships with your customers, improve your sales performance and effectively apply the Challenger selling strategy.

Research shows that emotional intelligence is essential for working well with others, managing pressure and making effective decisions. In this class you will learn how emotions influence your behavior and performance and how you can effectively use emotions to achieve positive outcomes with your customers and colleagues.

As a result of this workshop you will be able to:
- Identify how moods affect your own and other people's behavior
- Distinguish how emotions are perceived through the body and the brain
- Integrate the energy of emotions to get the best possible outcomes in your work
- Apply emotions to decision-making and to build trusting relationships with colleagues and customers

**Executive Presence Overview – Managing Your Reputation and Personal Brand**

→ Register

Length: 1.5 hours

Join experts from The Usheroff Institute to learn how to project Executive Presence. This will be an investment in learning how to build your personal brand, manage your reputation and differentiate yourself. The session will cover techniques to manage impressions, enhance rapport building with your stakeholders, and communicate your value proposition. You'll learn the essential points in quick, actionable tips for showcasing your best authentic self with confidence and intention.

As a result of this workshop you will be able to:
- Learn key strategies for projecting consistent Executive Presence
- Elevate your personal brand by enhancing your social intelligence, visibility, networking and physical presence
- Understand how to craft out a compelling 30 second commercial

**How to Write Effective Business Emails to Get Results**

→ Register

Length: 1 hour and 15 minutes
This interactive course will equip you with techniques and tips on how to write emails that are clear, to the point and impactful. These emails will help you to convey information effectively, meet deadlines and save time for both yourself and your readers. The course will provide insights on how to structure detailed information for easy reading including tips on how to engage different audiences and get their response.

As a result of this workshop you will be able to:
• Write an email from the reader’s perspective
• Structure complicated details for quick and easy reading
• Select appropriate language for different cultures and audiences

Influencing from a Distance: Communication for Commitment and Follow-Through

Register

Length: 1.5 hours

What are the most effective ways to influence people whether they are across down or across the globe? Influencing from a Distance will help you increase your ability to gain commitment and follow-through, while strengthening those relationships you may not get to influence in-person. Join us for practical, immediately useable skills!

As a result of this workshop you will be able to:
• Identify four key concepts and actions to leverage influencing at-a-distance.
• Use context and content to change his or her interactions.
• Outline an influencing strategy around the four concepts.
• Write a successful influencing request.
• Critique a successful influencing request.

Mastering Storytelling to Inspire Action in Business Opportunities

Register

Length: 2 hours

Some of the most successful business professionals intuitively use storytelling. Stories have been scientifically proven to influence and help people opt in and buy. Using stories to create a meaningful dialogue or during a sales conversation takes much more finesse than just being good storyteller. Story Gathering and Story Building are the foundations for becoming a great Storyteller. In this course you will learn to use The Art of the Nudge communication framework to use stories to unlock your potential, help Key Stakeholders opt in to your plan or vision, as well as increase close rates, and increase revenue within the opportunity.

As a result of this workshop you will be able to:
• Identify why and how stories inspires your customers to buy
• Use The Art of the Nudge communication framework to become a great Storyteller
• Use previous successes to help others think bigger and see what they cannot yet see
• Tell a business/innovation story versus a product/solution story
• Employ Practice Makes Habit skill reinforcement program to cement learning
**Persuading and Influencing C-Level Executives**

Register

**Length:** 1.5 hours

In times of constant change and uncertainty, your ability to drive the decision making process with C-Level Executives and stakeholders has never been more timely. However, it's not enough to just understand the pain points of the C-Level executive. It will also depend on how you persuade and influence C-Level executives. It's essential to understand the psychology of connecting on an emotional level. This workshop will provide you with a deeper understanding of the process of influencing others and how to adjust your approach based on different personalities.

As a result of this workshop you will be able to:
- Identify the differences between influencing and persuading
- Learn the five persuasion styles of C-Level executives
- Create constructive tension using the DOS Formula (Dangers, Opportunities and Strategies) for persuasive arguments
- Apply the Six Weapons of influence™ for getting to “YES”

**Present Complex Information**

Register

**Length:** 1.5 hours

We would all like to be understood when making presentations. We often make critical mistakes by not considering our topic from the audience’s point of view. In this session, you will focus on topics you might know well but your audience could consider complex or new information. Examining how to use analogy, sequencing information in a logical way and various best practices for support materials, visuals and presentation delivery will help you plan for your next presentation.

As a result of this workshop you will be able to:
- Use a proven structure to effectively present complex information
- Identify ways to simplify material to reach all listeners
- Uncover the power of the analogy
- Explore best practices to plan your next presentation

**Presenting with Impact**

Register

**Length:** 1.5 hours

A presentation is one of the most important tools a professional has for getting things done and influencing others to action. Whether you are persuading colleagues, selling to a client, energizing a team, or recommending an idea to senior leaders, an effective presentation can be the difference between your success and failure.
This foundational workshop will help you focus on the visual, vocal and verbal components of presentation delivery so that your message has the intended impact on your audience. And by putting yourself in the listener’s situation and providing relevant evidence, you can appeal to the interests of your audience and ultimately delivery a very persuasive presentation.

As a result of this workshop you will be able to:
- Identify the factors that enable impact and persuasion
- Open and close a presentation with power
- Select appropriate evidence for the audience
- Use the Magic Formula to deliver an impactful, persuasive presentation

Classes for SAP Sales Learning

Crafting the Winning Digital Pitch – An IDC Perspective

Register

Length: 1.5 hours

Get an external perspective on the key market trends impacting SAP’s positioning with customers as it relates to digital transformation, directly delivered by leading analysts from IDC. We will review the overall market landscape, provide tools and framework to identify your customers’ position in the digitizing environment and highlight existing and emerging players that would potentially be encountered in a sales cycle. Learn how SAP’s value proposition is evolving given the fast-changing market dynamics, in order for you to be best equipped to craft a winning pitch and transformative messages to the decision makers, including CMO, CTO, CDO or other C-Level executives.

As a result of this workshop you will be able to:
- Create an overview of your customer’s digital maturity across five key dimensions and build out an action plan for each of dimension.
- Establish SAP’s relevance and potential revenue in the new and emerging areas with a focus on building out SAP’s ‘Share of Wallet’ (existing and future) for each account.
- Develop a 30 second elevator pitch based on a clear use case and potential business outcome that is aligned with your customer’s digital journey.

Deal Progression in Action

Register

Length: 1.5 hours

If your goal is to increase the speed, scale and integrity of your deals, then this Franchise for Success workshop is for you. It will provide you with tips and techniques to effectively drive buyer action earlier in the Sales Cycle after successful deal qualification. You will gain insight into tactics on how to drive decision transparency, deal velocity and predictability in the “selling moment”. And you will learn how to minimize pipeline risk, maximize forecast accuracy, maintain your price points and increase deal conversion rates to optimize your and your VAT’s selling time, and to meet your budgetary goals.

As a result of this workshop you will be able to:
• Agree on a joint Close Plan with your prospect in order to secure their level of commitment and desire to collaborate
• Execute optimal sales techniques associated with each element of your Close Plan in order to progress your deal to closure
• Leverage the Deal Review and the Close Plan to accelerate your deals, reduce the risk and optimize close ratios and price points

**Deal Qualification in Action**

→ Register

Length: 1.5 hours

Do you know how to qualify a winning deal? Are you consistently qualifying opportunities which give you a higher than average conversion rate? In this Franchise for Success workshop you will focus on the 8 qualification criteria and analyze 3 of them in detail, which give you the opportunity to beat the odds and close more deals quicker. You will learn how to get the right information by asking the right questions to progress your deal more quickly and effectively.

As a result of this workshop you will be able to:
• Review the 8 SAP Deal Qualification Criteria
• Learn effective questioning techniques using the 3 Color Questioning Model
• Examine 3 of the 8 crucial Deal Qualification Criteria
• Create a real Deal Qualification question plan analysis

**Financial Acumen Basics for Increased Sales and Communication – Part 1**

→ Register

Length: 1.5 hours

This course is designed to give you a solid foundation in financial fundamentals. It will provide new insights into analyzing a company’s structure, the condition it is in, and how it performs. Understanding finance is the first step in understanding your customers’ or prospects’ risks and opportunities. Participation in this session will set the framework for developing a good understanding of the basic financial reports and KPI’s, as well as the financial flow in a company.

As a result of this workshop you will be able to:
• Describe how to read and interpret financial information
• Utilize finance as a tool to better understand your prospect
• Identify what KPIs to focus on for different Industry Sectors
• Describe the concept of cash flow and why it is important

**Financial Acumen Basics for Increased Sales and Communication – Part 2**

→ Register

Length: 1.5 hours

Whether you love numbers or not, quotas still have to be met! Join us as we look at finance in a way that is easy to understand and can help you qualify and close more business. We will look at signals coming from Financial Statements, such as Cash Conversion Cycle, Profit Margins, Capital Structure, and Hurdle Rates. Every industry has different structures, understanding these differences will help you identify the right Key Performance Indicators (KPIs). This course will show you how to use these important financial KPIs to measure company performance, as well as recognize opportunities based on those results.
Note: It is recommended that you first take Financial Acumen for Increased Sales and Communication – Part 1 before this class.

As a result of this workshop you will be able to:
• Utilize finance and SAP tools to better identify and / or qualify opportunities
• Identify financial structures of different Industry sectors to recognize the relevant KPIs
• Build confidence for your meetings by understanding the financial drivers of the prospect

Negotiation in Action

➤ Register

Length: 1.5 hours

This Franchise for Success workshop is designed to equip you with the basic rules and the planning mindset of a professional Negotiator. The business world has changed since the Global Financial meltdown in 2007/9. Budgets are smaller, deadlines are tighter, teams are more pressed, and project justification is under greater scrutiny than ever before. Everyone wants their own way and conflict is everywhere, every day. Today negotiation skills are crucial – with customers, suppliers, colleagues or your manager. This workshop will enable you to negotiate effectively, and defend your position while resolving any conflicts you have which are getting in the way of you successfully achieving your goals.

As a result of this workshop you will be able to:
• Identify the 4 alternatives to negotiation
• Name the 6 Golden Rules of negotiation
• Describe the 4 Essential Mantras of the negotiator’s mindset and behavior
• Create a pre-negotiation Wants and Needs Analysis

Pipeline Health Management in Action

Please note that this course has not been approved by WoC for SAP SE and SAP Germany colleagues.

➤ Register

Length: 1.5 hours

This Franchise for Success workshop will focus on how to effectively respond to challenges that we all face with our Pipelines. Looking at the 4 critical health indicators of Coverage, Quality, Pace and Balance, you’ll learn how to diagnose problems earlier in the sales cycle and take corrective actions to deal with issues before they impair your deals. It will also focus on how to create and follow up with a solid actionable plan.

As a result of this workshop you will be able to:
• Build, maintain and optimize a healthy R4Q Pipeline
• Leverage the Pipeline Health Manager as an analytic and a heuristic to improve both your deals and your selling skills
• Optimize pipeline health based upon objective data-driven insights
• Execute tactically – know how to make the most of the ‘levers’ at your disposal - What, When and How
• Balance and optimize your demand portfolio
Practical Account Planning in Action

Register
Length: 1.5 hours

The likelihood of success in the sales cycle increases 3-fold with a well formulated Account Plan. In this Franchise for Success workshop, you will learn the steps of the account planning process, review the supporting tools, and gain insights into what constitutes an effective account plan with the VAT and your customer. The collaborative actions of all members of the VAT in completing the Account Plan will jointly drive the success of your accounts. This class will present best practices from successful Account Plans, along with qualification questions from managerial level to help prepare you and the VAT for effective account planning.

As a result of this workshop you will be able to:
- Explain the value of SAP account planning process
- Describe the collaborative resources required to optimize the account planning process
- Summarize the key elements of a successful Account Plan
- Source the Tools available to support the AP process

Practical Territory Planning in Action

Register
Length: 1.5 hours

Practical Territory Planning in Action is a Franchise for Success workshop which focuses on explaining the key concepts of a great territory plan, how to optimize your territory plan, account coverage, demand generation activities, and generate pipeline.

The course includes tips and best practices from Run Like a Top Performer, including how to execute the plan and course correct on an ongoing basis.

As a result of this workshop you will be able to:
- Explain the territory planning process and related Tools
- Understand how to leverage other stakeholders to maximize impact e.g. PBM, Partner Ecosystem
- Analyze your territory and ensure a proper demand generation plan is implemented
- Understand how to achieve your quota
- Outline how to conduct a territory plan review with your manager

This workshop features Franchise for Success Sales Planning best practices to help you maximize your deal conversion rates and chances to win.

The Art of Visual Selling for Effective Customer Dialog

Register
Length: 1.5 hours

Being able to hold meaningful conversations with a customer using whiteboard icons is a critical sales skill. In this session, an expert in whiteboarding skills will teach you how to combine visual story selling techniques
and business solutions using a library of icons called SalesPix and IdeaPix to achieve effective customer
dialog. You will also get a chance to practice your drawings and receive feedback and advice from our expert
and your peers.

As a result of this workshop you will be able to:
- Draw on a whiteboard and employ icons from SalesPix and IdeaPix
- Use visual story selling to whiteboard a conversation with your customer
- Apply a storytelling model to simplify any business solution

The Virtual Account Team - Keys for Success

Please note that this course has not been approved by WoC for SAP SE and SAP Germany colleagues

➡️ Register

Length: 1.5 hours

Effectively engaging the Virtual Account Team (VAT) is a critical success factor for succeeding in sales as the modern selling is all about teamwork. This workshop will teach you the core principles of what comprises a high-performing VAT; help you clarify the roles, and motivate the team so as to achieve an outcome that is beneficial for both prospects and SAP.

As a result of this workshop you will be able to:
- Identify the members in a VAT and leverage expertise of different roles at the right time in a complete sales engagement
- Name the potential obstacles from cultural and personality perspectives that could challenge VAT collaboration
- Recognize the relevant soft skills required to align with opportunity owners to better meet customer needs