

GLOBAL SALES SUMMIT

Sales Strategy

Sandra Fraga

PEOPLE



PURPOSE



PASSION

Global Landscape

COVID 19

Socio Economic

Political Unrest

Supply Chain
Disruptions

Role of business is to adapt, accelerate and thrive

COVID 19 Catalyst for Change



Business Resiliency - The ability for an organization to rapidly respond to business disruptions and restore business operations in a timely fashion.

Digital Resiliency - The ability for an organization to rapidly adapt to business disruptions by leveraging digital capabilities to not only restore business operations, but also capitalize on the changed conditions.



COVID 19 Catalyst for Change

Adapt to the NEW ways of doing everything

A
CATALYST
FOR
CHANGE


Industries
growing and
thriving

Medical Devices,
Food & Beverage
and Pharmaceutical


Automation,
integration and
digitalization real time

Manufacturing
Operations
Management


Connected
Platforms

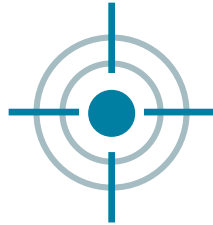

Shift to
Onshoring


Mobility

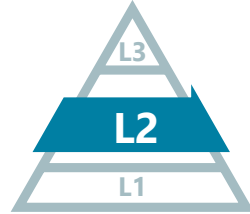

EDI

Good news! There is an opportunity to win

Growth Goals & Objectives



- Revenue + Users + Margin (RUM)
- \$90 Million + 95 000 Users + Profitability
- Deliver 3 Year Plan



- Mid-Market
- L2



- Global standardization of systems, processes, methodologies and tools
- **Empower Sales Teams globally – YOU make it possible**
- Become a Data Driven Business

Sales Growth Strategy – Growth



New Business

- Direct presence in UK, Malaysia, Indonesia, and Philippines
- Hire Hunters globally by end FY21
- Refer & Earn Program FY21 H1
- Usage of Intent Data (G2 Crowd)
- North America priority market (growth plans being developed)
- Increase ASEAN Market Growth
- Focus on TMS opportunities where we a good fit



Retention

- Stay Current: Focus on SYSPRO 8
- Customer first approach
- By end FY21 implement Key Account Management globally
- FY22 implement Strategic Account Management
- Focus on Parent | Child (Group Opportunities)
- Implement Global Account Management Strategy in FY22



Independent Software Vendors

- Grow ISV Gross revenue by +40% (FY21 to FY23)
- Rationalize and prioritize new ISV sign ups based on the Global ISV strategy and roadmap
- Recurring revenue and customer retention are key tenants for ISV

Sales Growth Strategy – Growth



Channel

- Be partner centric and scale the business through channel
- Grow & mature our channel
- Focus on depth
- Ensure credibility of the PartnerUP program by strictly enforcing the criteria and targets. This will ensure commitment
- Implement in FY21 H2 a RAD model (Retention, Acquisition and Development)
- Focus on attracting new quality partners, onboarding and continual development
- Onboard 2 game changing partners regionally with the capability to implement and service larger customers and groups
- Identify 2-3 key Cloud partners (CloudUP) by region (existing or new)
- Drive expert and specialist services across our global ecosystem
- Connected Society
- Develop strategy to tap into Influencer Channel
- PRM Roll out in FY21 Q1

Sales Growth Strategy – Profitability



Business Intelligence

- In Q1 roll out BI dashboards that regions can use to track key metrics



Increased Output

- Increase revenue per head
- Improve our average deal size
- Increase customer share of wallet by cross selling and up selling
- Improve our CAC (Cost to acquire a customer)
- COGS as a % of Revenue

Sales Growth Strategy – Offering



Offer Choice

- On Premise
- Cloud
- Hybrid
- SYSPRO Cloud ERP launch scheduled for the 13th April globally
- Detailed roll out plan to follow



Modernization

- SYSPRO 8 key
- Shift towards demonstrating our modern UI (Avanti)
- Avanti Sales Demo videos created in Q1
- Avanti Internal & Channel training scheduled for Q2
- Currently 50 Avanti courses available on SLC
- >70 Avanti courses planned for FY21



Industry Experts

- Incrementally employ industry experts that can assist Sales teams close deals
- Host industry specific webinars and roundtable events



Connected Platforms

- Digital Transformation
- Digital Resilience
- Key to drive innovation and transformation

Sales Growth Strategy – Customer Experience



Trusted Advisor

- Listen to customer
- Understand their challenge
- Unpack and address their needs
- Solutions and value adding relationship
- Protect churn in our TMS
- Framework complete by Q3



Build Communities

- First Partner Advisory Council meeting scheduled 25th March
- Launch Global Partner Awards in March
- Launch Global Customer Awards in April
- Run SYSPRO User Group events globally including North America
- Global Virtual Partner & Customer Summit Oct 21



Customer Advocacy

- Customer Review Sites – Focus G2 Crowd, Software Advice and Capterra
- Increase # of case studies Regional targets
- Increase # of reference sites Regional targets
- Drive customer experience end to end



Retention

- On Premise : 98% retention rate
- Cloud: < 10% customer churn
- Delight Customers: Net Promoter Score 85% (identify promoters, passives and detractors)
- Stay Current – Focus SYSPRO 8
- Build global strategy and campaign to upgrade SYSPRO 6 & 7 customers in Q3-Q4

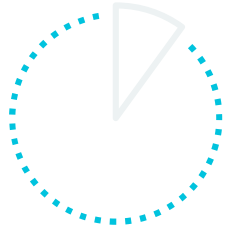
Priority: (1) Highest Risk First

- Priority: (1) Convert L2 SYSPRO 6's & 7's
- Priority: (2) Convert L1 SYSPRO 6's & 7's
- Priority: (3) Convert L3 6's & 7's

Priority: (2): Build references for Cloud Transformation (AVANTI). Identify Strategic Customers L1 (at least 2), L2 (at least 3), L3 (at least 5) who are key references for Sales and convert them to Avanti (needs a handholding program). Complete by FY21

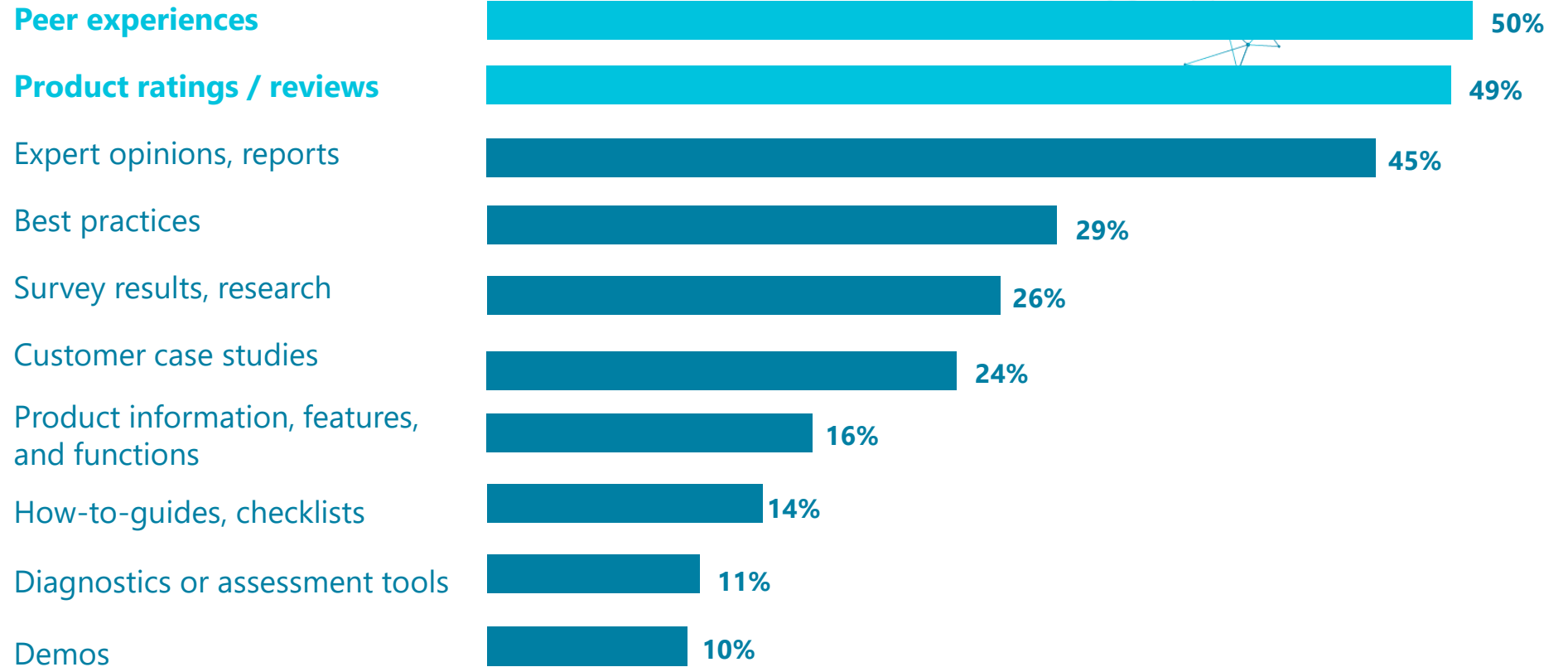


What matters most to B2B buyers?



90%

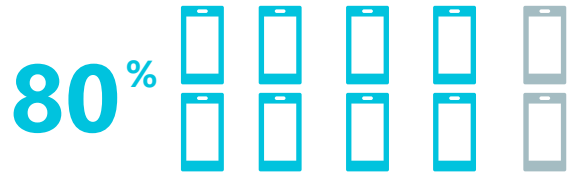
of business buyers do their own research online and will find you when they're ready to buy



Base: 1001 US and European business technology decision-makers at companies with 100+ employees
Source: *Using Social Media And Online Communities to Engage With B2B Tech Customers*, Forrester Research

Gartner - Future Of Sales

Gartner experts that by 2025 ...



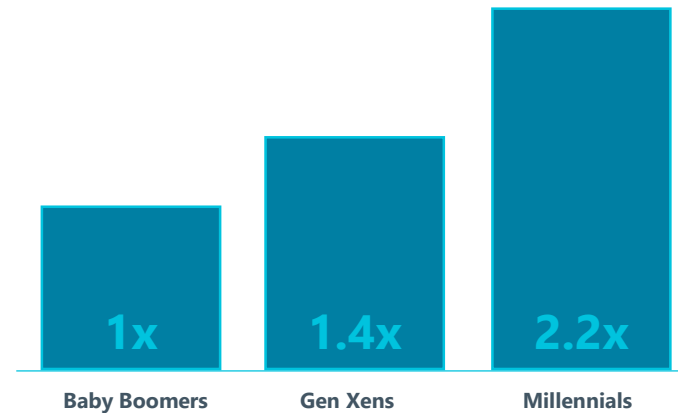
Of B2B sales interactions between suppliers and buyers will occur in digital channels



of B2B sales organizations will transition from experience- and intuition-based selling to data-driven selling, merging their sales process, applications, data and analytics into a single operational practice

Source: The Future of Sales in 2025. A Gartner Trend Insight Report.

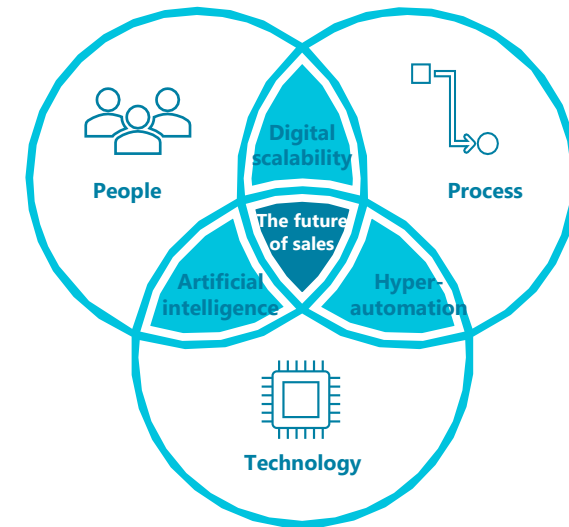
Indexed percentage of customers, by generation, who report high skepticism of sales rep claims



44% of millennials prefer No sales rep interaction in a B2B purchase setting

The future of B2B sales

The convergence of hyperautomation, digital scalability and artificial intelligence



Frictionless & Simple

Self Help

Single Contact | Ownership

Sales Team Development



Digital Footprint

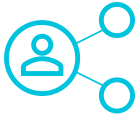
- Key to address “**Everywhere customer**”
- Shift towards Digital & Self-Service Channels – Cloud is driving this shift
- Develop personal brand on digital platforms



Learning & Development

- Learning Journeys
- Mentorship Framework
- Leadership Development
- Business Simulations
- Sales Enablement
 - Industry Know-how
 - Product > industry know-how
 - Cross-selling x,y,z
 - Personas, who you likely to encounter?
 - What's important to them?
 - How do we compare against competitors?

Corporate Sales Support Structure



Channel & Alliances Executive



Global ISV Manager



Global Account Management (FY22)



Sales Operation Executive

Business Intelligence Analyst



Technical | Pre Sales Manager

Centre of Programs

Centre of Sales

Centre of Management

Centre of Excellence

Supported by L&D, Upskilling and Industry Experts



FY21 Priorities



Customer Retention



Modernize
and
showcase
Avanti



Cloud ERP



Channel -
Grow &
Mature



ISV Growth



PEOPLE
PURPOSE
PASSION



GLOBAL SALES SUMMIT

