



DRIVE REVENUE WITH **GUIDED SELLING**

Transform the B2B buyer and
seller process







80%

**OF B2B SALES INTERACTIONS
BETWEEN SUPPLIERS AND
BUYERS WILL OCCUR IN
DIGITAL CHANNELS BY 2025*¹.**

Why? Because buyers now prefer to engage with sellers through digital and self-service channels, making multi-experience selling a must have. At least 80% of B2B buyers are not only looking for but expect a buying experience like that of a B2C customer*².

WHAT IS DRIVING THIS CHANGE?

The pandemic mostly. It has moved the buying process to the digital stage. This change has created big implications for how buyers and sellers do business in today's new world. Today's modern buyer is digitally connected, socially engaged, expects seamless and immediate access and is well informed. This means sales organizations need to transform their sales strategies, processes and embrace digital hyper-automation.

Along with this major change, organizations are faced with the challenge of data being scattered across the organization and often blurred lines regarding the ownership and access to it. This means that the insights from this critical data is not always shared across silos resulting in a partial view of the buyer. Another major challenge is not having the inhouse skills or technology to automate and manage a highly complex sales process, as well as getting buy in from all stakeholders to have one central process for the buying and selling. This creates a disconnected buying and selling process –that is unfavorable for the organization and uninspiring for the customer or prospect. Resulting in the customer or prospect going to a competitor.



INCREASE SALES PRODUCTIVITY

To succeed in this new physi-digital selling world and drive revenue, **Capgemini's Guided Selling** solution can support your organization's sales and IT leaders by steering adaptive processes and systems based on hyper-automation, AI, and digital scalability to enable end-to-end commerce.

For sales operational success Guided Selling moves your organization from a seller centric approach to an integrated and interdependent buyer/seller – centric approach. This approach will create a personalized, value based, experience leading to a fulfilling buyer's journey, increased sales and profitability.

For sellers, the solution is designed to guide them through the entire sales cycle and increase pipeline visibility as well as providing a better overall view of the buyer profile and lifecycle.

For buyers, the solution is designed to help them feel like an influencer in the buying process – through contextually relevant experiences in the channel of their choice and at the time of their choosing, they feel more valued and heard.

Guided Selling combines unique experiences, insights, and AI suggestions at every stage of every deal from:

- lead opportunity / identification
- lead/opportunity qualification
- proposal
- negotiation
- contract sign-off
- through to relationship care / nurture

As well as navigating buyers along their sales journey through all the phases:

- Awareness
- Consideration
- Acquisition
- Service
- Loyalty

As part of a broader enablement strategy, Guided Selling recommends the best content, actions, and communication tactics to your organization's sales force. Placing data, AI, and technical solutions like eCommerce, CPQ, Billing and Customer Service capabilities to help sales representatives close their deals seamlessly.



EMBRACE THE GUIDED SELLING FRAMEWORK



Capgemini's comprehensive Guided Selling framework helps organizations on their journey to having an integrated and interdependent buyer/seller – centric approach. We first work with you to plan, design, and build a framework that fits your business goals, use case, and market drivers and spans your CRM, commerce, CPQ, marketing, and other business systems. We dive deep into the customer journey and existing sales processes to solve how best to orchestrate powerful experiences that lead to successful outcomes.

The framework dives into strategy and planning, enablement, and execution:

STRATEGY AND PLANNING

SALES STRATEGY

- Defining the global sales maturity through the organization, business processes, solutions, sales incentive, and performance.
- Virtual selling methodology - Rethinking how to track the sales force performance, providing meaningful coaching and building trust with sales teams.

EXPERIENCE DESIGN

- Sales Journey processes design
- Buyer Journey processes design
- Technology platform(s) selection in context

ENABLEMENT

USER EXPERIENCE DEVELOPMENT

- Salespeople's experiences UX and UI design: digital tools for Sales (including mobility tools)

TECHNOLOGY SOLUTION DELIVERY AND INTEGRATION

- Sales platform architecture, build, integration, testing and technical deployment, encompassing insight-driven sales features
- AI-powered predictions, insights, and automated explanations with sales teams to analyze data and make smart decisions faster and without relying on a data scientist — for example, when updating quotas, looking at forecast accuracy or reassessing selling strategies — all using clicks, not code.

ORGANIZATION AND CHANGE

- Roll-out of the change management plan through strategic alignment, communication, and training for salespeople
- Implement new sales model with ways of working to address new customer behaviors and a new approach to workforce management while delivering business growth

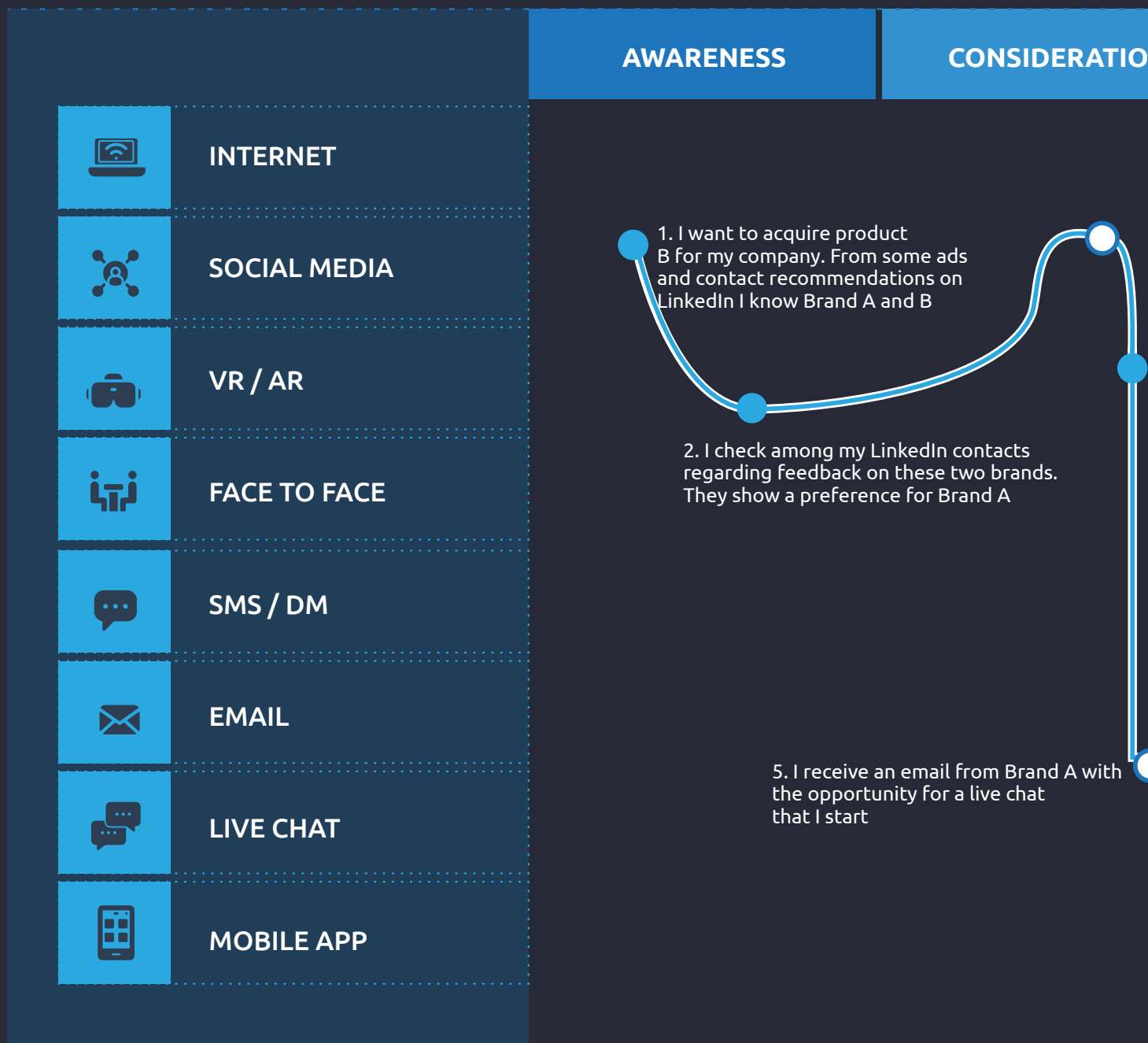
EXECUTION

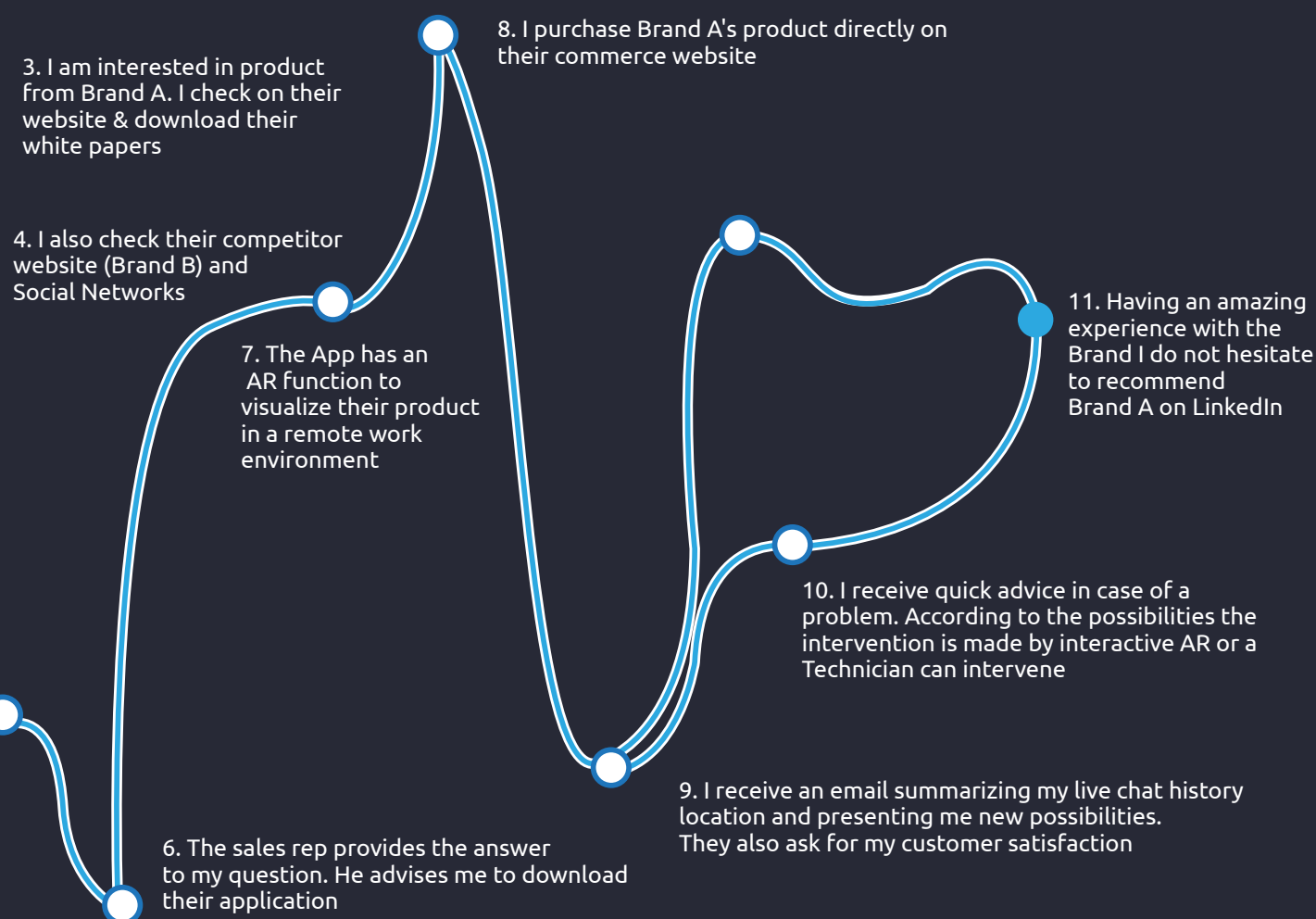
PERFORMANCE MANAGEMENT

- Measurement of sales efficiency and performance
- Follow-up and adjustment of the new remuneration model and incentives strategy for the salespeople

We combine technical and solution knowledge with a tested, scalable approach that works, allowing us to hand off the program to internal stakeholders or manage it for your company.

UNDERSTANDING THE BUYERS JOURNEY





● Dark Funnel ● Company Funnel

THE SOLUTION FOR SALES SUCCESS



Capgemini works in a collaborative, agile way to continuously deliver value at scale, helping your organization understand, anticipate, and exceed customer expectations throughout the entire buying and selling process.

We are uniquely positioned to transform companies into data-driven sales organizations across industries. We implement Guided Selling strategies and a framework that transforms businesses. Our talent, tools, and processes help organizations and brands leverage advanced automation technology such as AI, ML, and advanced analytics to optimize both the buyers' and sellers' journeys, resulting in more desirable

outcomes. We combine rich multi-industry experience, field-tested methodologies, deep technical aptitude, and award-winning design to create immersive experiences for companies across channels, devices, and geographies at scale.

Above all, we help you put the right people, processes, and technologies in place through our network of trusted, best-of-breed partners. We build robust, scalable, and integrated solutions for our clients, providing rapid and sustainable value through long-time partnerships with transformational companies like Salesforce, SAP Customer Experience, Adobe, Microsoft, and Pega.

Partner with Capgemini to help your organization deliver the experiences the new generation of buyers expect and demand. A faster, more convenient purchasing experience but without losing the personalization that comes with one-to-one relationship with a sales representative.

Capgemini brings expertise across industries to build better experiences for buyers and sellers. We understand the pressures, pain points and the sector-specific intricacies.

Implement Guided Selling operational excellence for your organization and drive sales productivity, increases buyer and seller loyalty and revenue.

Contact us today to learn how to empower your sales organization and get the future you want.

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About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 325,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fuelled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2021 global revenues of €18 billion.

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