

2010 Best Performance Challenge for SAP Partners



Optimizing Partner Success
SAP EMEA, SME

September 2009
by Raimund Mollenhauer
Head of Enablement and Talent Net for SAP Partners)



THE BEST-RUN BUSINESSES RUN SAP™



2010: Creating SAP's High Performance Partner Community



Extend Outreach
of **Value** Selling



 **Best Performance Challenge**
for SAP Partners 2010



Improve your **fitness** to win



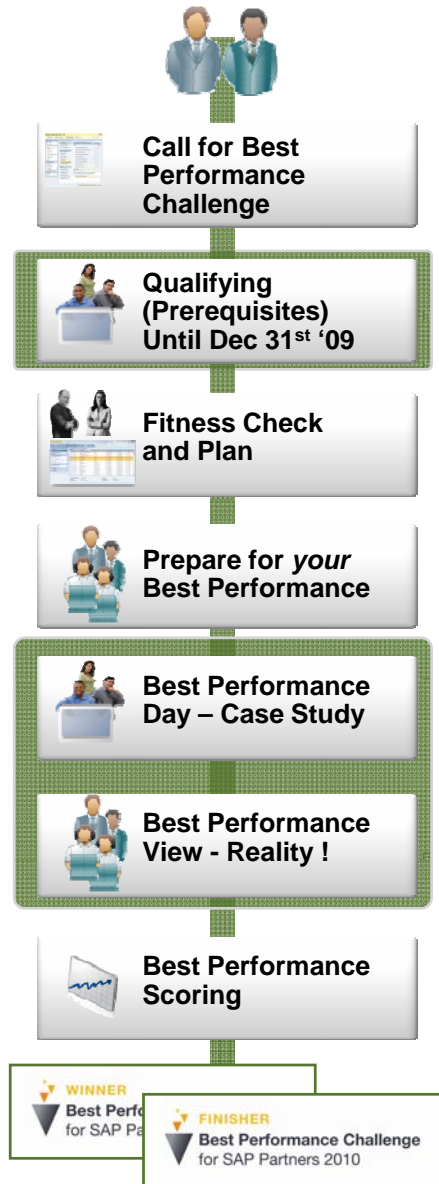
Deal specific **Coaching**
orchestrated by CE



 Star rating based on interviews with Channel head and partners Jun – Jul 2009

Spring 2010 Best Performance Challenge

Business Objects
an SAP company



Improve your Fitness to Win How

- The Best Performance Challenge for SAP partners is a team competition running every year designed to improve partner fitness to win real sales opportunities
- It is targeted at top talents and high potentials from partners, who have been through the Level 1 elearning and Level 2 camps and are ready for a Best Performance Challenge where they can prove they are the Best!
- The track includes a qualifying phase then 2 Best Performance Challenge events each requiring some preparation and prework.
- Event one uses a case study scenario, the second is based on real life. Each invited partner can nominate 1 or 2 teams, each consisting of 1 sales and 1 presales person, acting as one team, with the support of other partner and SAP resources.
- The fitness planning determines which appropriate enablement offers and support from the channel team is required to close capability gaps and optimize partner selling success.
- While qualifying and preparation are key to perform, participants also get scored on the Best Performance Day and during the Best Performance View. Scores get rolled up for the final ranking among all participants.
- The winners will get an award (and reward), all finishers will get recognized locally and regionally

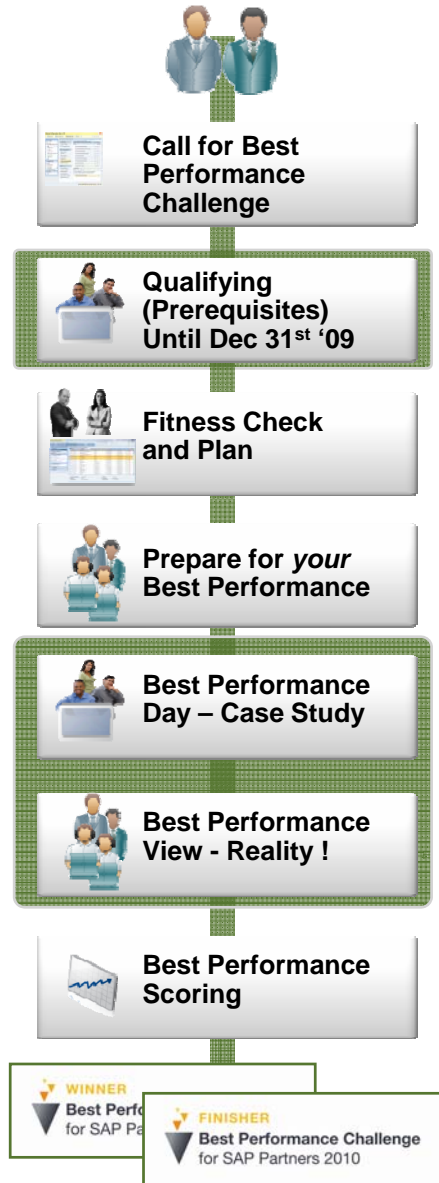
Participation requires

- Invitation of partner by local channel team
- Max. 250 teams, up to 2 teams per partner (local)
- Starter Fee: to participate 250 Euro per person (50% MDF fundable)

Spring 2010 Best Performance Challenge


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Why participate

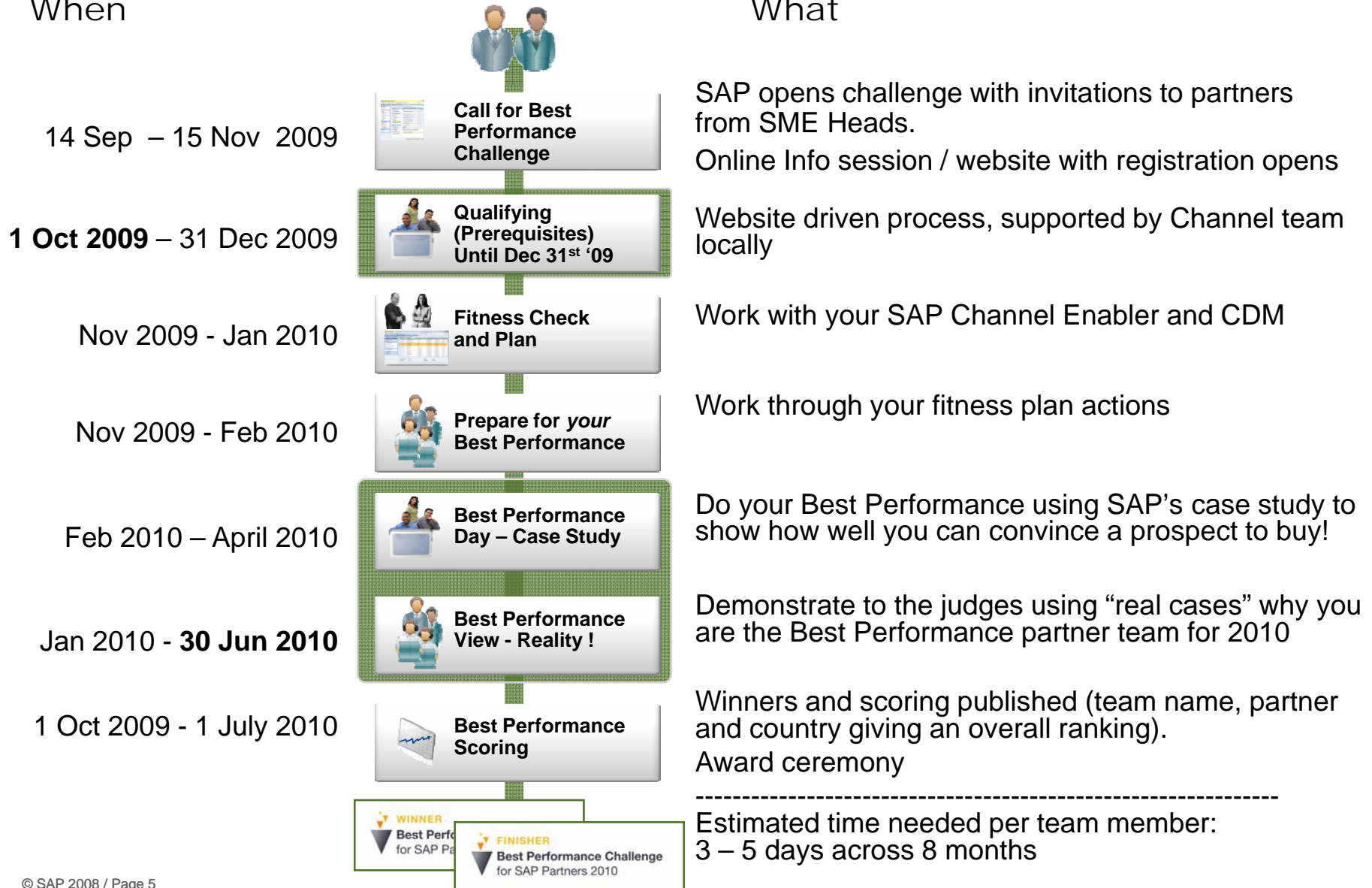
- Win the Best Performance Challenge through your team
 - on EMEA / country / category level
 - If you have been at a camp you'll love the spirit and competition boosting your sales efficiency
- Refresh and up-skill on the complete sales process
 - Learn and try new ideas, strategies, tools and methods
 - Challenge yourself, identify and close performance gaps
 - Learn from the Best
- Gain regional and local visibility
 - Benchmark in “new names capability”, “customer satisfaction with value delivered”, “sales & presales efforts”
 - Benchmark comparison in region, country, category
 - Integrate your colleagues during and after the challenge
- Become more proactive on your fitness to win
 - More (profitable) deals
 - The competitive battles you can afford
 - Customers for life
- Optimize your success through your effort

Spring 2010 BAiO Enablement Camps Best Performance Challenge



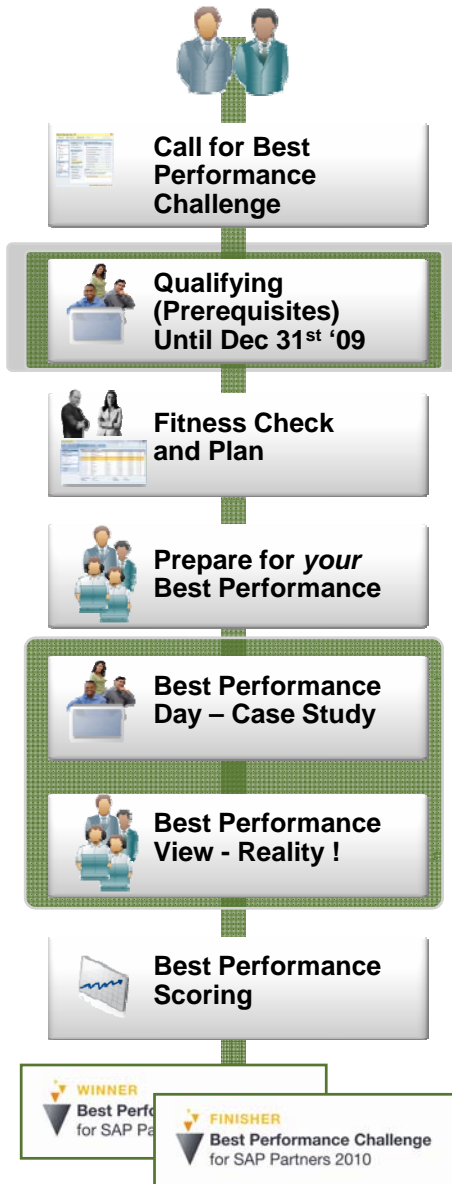
When

What



Spring 2010 BAiO Enablement Camps

Best Performance Challenge



Prerequisites to Qualify (Before 31 Dec 2009)

Partner

- Required
 - 2009 Enablement Plan executed.
- Recommended
 - 2009 Business Plan achievement, greater than 80% *
 - Pipeline exists for 2010

Sales person

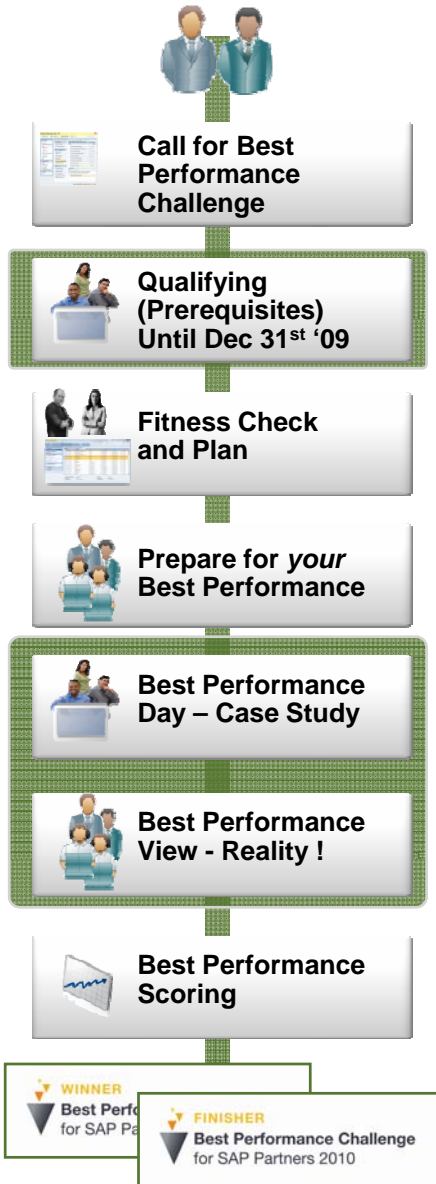
- Required to qualify
 - Qualified level 1
 - Qualified level 2 (Mastering Sync CEL)
 - Experience in selling SAP Business All in One
- Recommended
 - Teamwork ability
 - Practiced collaboration with Marketing

Presales

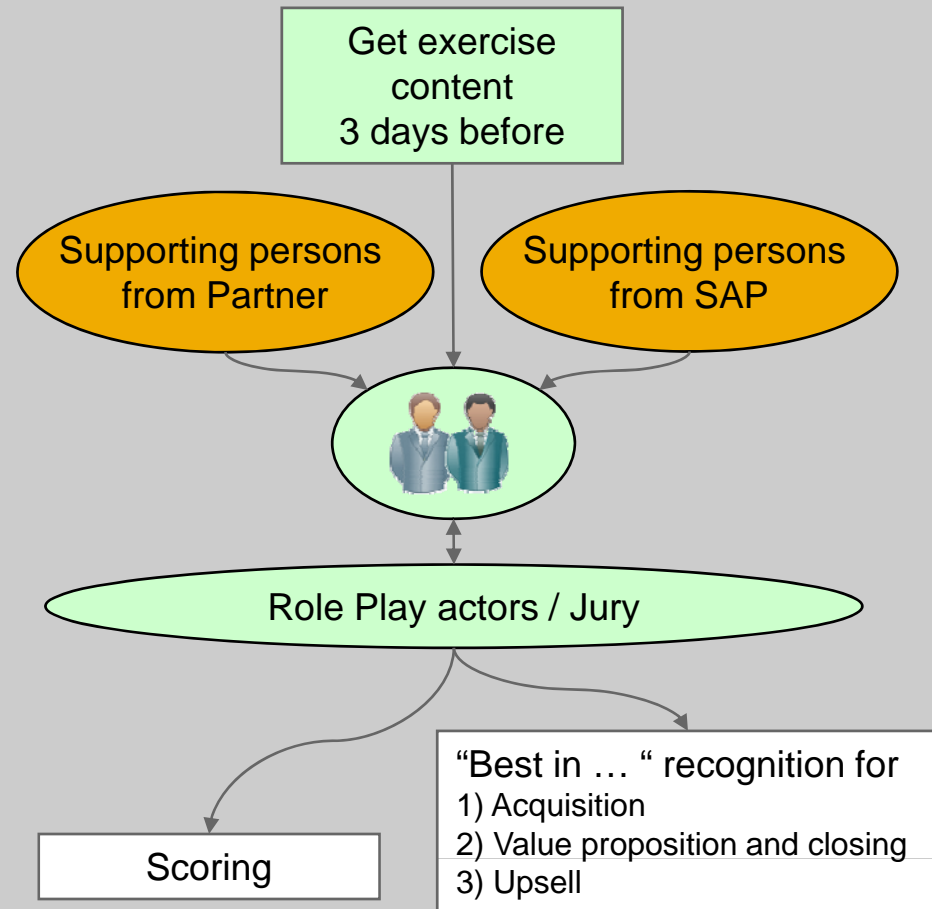
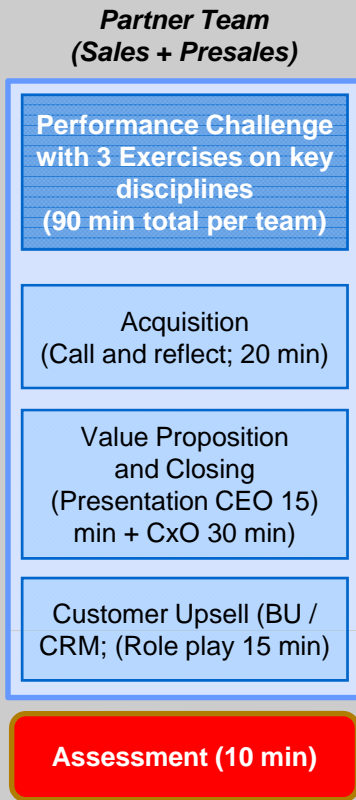
- Required to qualify
 - Qualified Level1
 - Qualified level 2: Discovery & Demo 2 WIN (both)
 - Experience in demonstrating SAP Business All in One
- Recommended
 - Presales Champion
 - Teamwork ability

* Scoring relevance Best Performance Challenge delivered by [PDAGroup](http://PDAGroup.com) and SAP units

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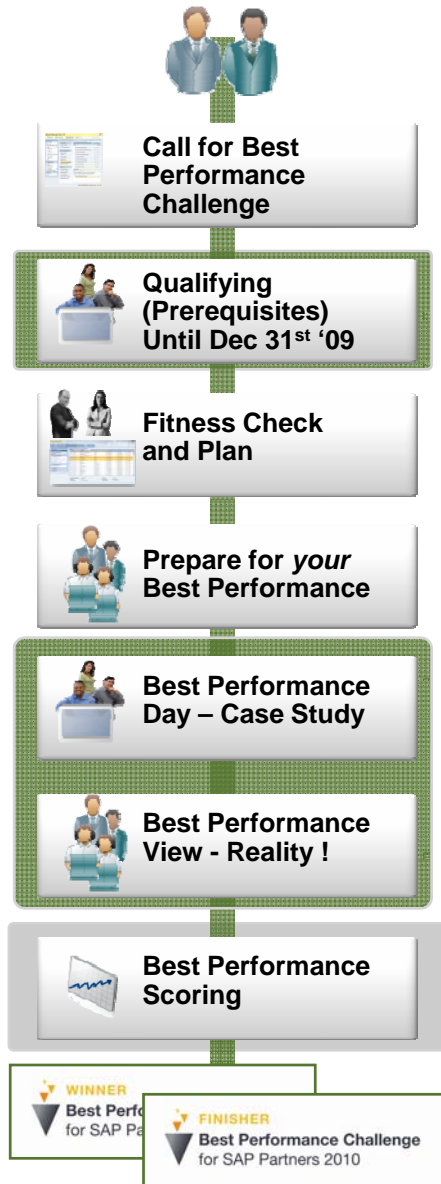


Feb – Apr 2010: Scoring at the Best Performance Day



Best Performance Challenge delivered by [PDAGroup](#) and SAP units

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Rolling up scores
1 Oct 2009
- 1 Jul 2010

**Max 50 points
+ 20 bonus points
for engaging
with others**

**Max 100 points
+ 30 bonus points
for online
involvement**

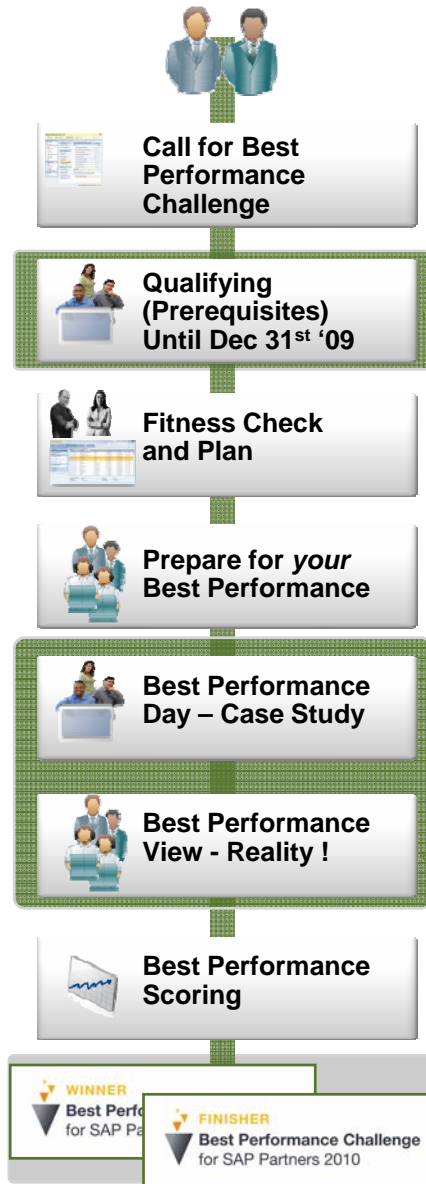
Max 50 points

=====
Max 250 points

- Qualifying: Max. 50 points.
Every percentage of achieving 2009 business plan above 80% is 1 point /cap at 130%)
 - 85% achievement → 5 points
 - 100% achievement → 20 points
 - 130% achievement → 50 points
 - 131% achievement → 50 points
- Best Performance Day (“Sandbox”) max 100 points
 - Max 25 points for acquisition
 - Max 50 points for value proposition and closing
 - Max 25 points for customer upsell
- Best Performance View (“Reality”) max 50 points - categories
 - “Existing customers endorse your value delivered” max 20 points
 - “New 2010 Customers endorse your value delivered to them” max 20 points
 - “Your CDM endorses your improved fitness to win i.e. sales & presales efficiency” max 10 points
- Ranking by points descending
 - Overall local / regional
 - By category local / regional

Best Performance Challenge delivered by [PDAGroup](#) and SAP units

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Winners - Overall challenge:

1. EMEA

ABC Topsellers
52-1 Carla White
52-2 Michael Smith

Special recognition on Best Performance Day

EMEA Best in Acquisition

EASYS Duo
223-1 Rene Voort
223-2 Peter Zoc...

EA Best in Value Proposition and Closing

CIC Valuemasters
23-1 Sofia Roma
23-2 Alberto Ferro

EA Best in Upsell

All-you-Need Lions
15-1 Tim Desert
15.2 Louis Sand

- Additional Marketing / Promotion opportunities after via website
 - Ranking...
 - Print your certificate
 - Issue your own press release
 - Let your customers know

- Awards ceremony
 - On facebook
 - with regional / local Executive sponsors



- Join the participants in our [LinkedIn Group](#)



 **Best Performance Challenge**
for SAP Partners 2010

PDA Group



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Qualifying started for registered teams!

16 Sep 2009

As in the best competitions "Best Performance Challenge" includes a phase of **qualification** and preparation. Please **update** your team-log now until 31 Dec 2009 whenever you achieved one of the required qualifying criteria on partner, sales and presales level.

Registration open!

14 Sep 2009

SAP opens a true challenge for SAP Business All-in-One Partners in EMEA. Are you one of the partners invited to this Best Performance Challenge 2010 for SAP Partners? Hurry up, define your two teams of one Sales and one Presales person with sufficient SAP Business All-in-One selling experience and improve you fitness to win this challenge and more deals after.

Register now, then qualify and prepare to perform best at two competitive events in 2010. Space is limited to 250 teams registering before 15 Nov 2009. For more information about eligibility contact your Channel Enabler.

Let's talk
about the Performance Challenge
with Raimund Mollenhauer from SAP
Head of Enablement and Talent Net
for SAP Partners



Sponsored by



[Play the interview](#)

Why participate?

- Win the Best Performance Challenge
- Refresh and up-skill your selling skills
- Gain regional and local visibility

[» Register now](#)

On Calendar

Team Registration	14 Sept.
Qualification prerequisites	1 Oct - 31 Dec
Fitness check and plan	1 Nov - 31 Jan

[» View full calendar](#)

Spring 2010 BAiO Enablement Camps Best Performance Challenge



Francesco  Dietmar

Project Team: SAP and PDAGroup

Promotion: Roberto Roncagalli, Georg Gruber

Website & process: Roberto Roncagalli, Francesco Leto, Michael Doberer

All Channel Enabler with Michael Doberer,
Juergen Gieger / Peter Philipp & Johan Mine : Fitness tips and tricks for
Sales / Presales (Blog, link)

All Channel Enabler with PDAGroup and SAP units
Juergen Gieger / Peter Philipp & Johan Mine: Prep Exercises (Blog,
link)

Peter Grigalis (SAP), Jury-Head (PDAGroup)

Juergen Gieger, then all Channel Enabler with Jury-Head (PDAGroup)
Zsolt Nogradi input on "Lead Lifecycle Timing / Efficiency to measure

Benchmarks / Scoring: Francesco Leto, Jury-Head (PDAGroup)

Awards, ...: Roberto Roncagalli, Georg Gruber

Community, Alumni Group at LinkedIn: Raimund Mollenhauer, Georg Gruber





Best Performance Challenge for SAP Partners 2010

Key visual:

- Inspired by the Olympic flame, the key visual ignites and carries the winning spirit (fire). It represents the running nomination and qualifying process. It encourages on a personal level to participate, stimulates and increases the desire to win, thus also to prepare to perform best.
- As part of the key visual, the following elements support the message
 - The „golden“ triangles move up, as we want to have our partners reach new heights of performance and proactively / automatically been driven to move up.
 - The „grey“ triangle represents the pedestal for the athletes / winners and last but not least the platform provided by PDAgroup „enabling best performance“ through professional analysis, true innovation, sustainable, cost-efficient realization