



AI-Driven Sales and Commission Optimization

Project Challenge:

How can we leverage AI to optimize sales behavior and commission planning across industries, aligning strategies with business goals to maximize profitability?

Sales teams play a pivotal role in driving long-term, profitable growth. Commission plans, often complex, can offer both immediate and long-term rewards as they adapt to the evolving needs of customers. However, are these plans effectively incentivizing the right behaviors to secure more profitable, sustainable business? Do they influence both short-term actions related to campaigns and promotions, as well as long-term strategies that ensure consistent, high-value business outcomes?

We invite you to join industry experts from various sectors to tackle these pressing challenges by leveraging and applying the latest SAP AI technologies. With guidance from innovation specialists and AI experts from SAP and msg global, participants will collaborate to develop actionable solution concepts, using a customer-centric approach tailored for cross-industry success.

Project Details

In this one-day Open Innovation sprint, we will learn from leading AI and industry experts, collaborate and run through a series of design thinking exercises to ideate AI-driven solutions for optimizing sales behavior and commission planning. After selecting one solution idea together we will create a complete solution blueprint. This short project will finish with a final virtual presentation to key stakeholders of the participating organizations.

This sprint is provided by SAP in collaboration with msg global recipient of the 2024 SAP Pinnacle Award for AI Partner Innovation.

Some of the key questions we are looking into are:

- ✔ Are commission plans effectively driving the desired agent behaviors to secure more profitable, long-term business?
- ✔ Do these plans influence both short-term actions related to campaigns and offers, as well as long-term behaviors that ensure consistent, valuable business for the company?
- ✔ How can we leverage AI to create a solution to optimize sales behavior and commission planning?

How We Will Work

Morning (9.00am – 12.00pm):

Start with a welcome and introduction, followed by a deep dive into the problem statement and the involved personas to create journey maps, and solution ideas.

Afternoon (12.45pm – 4.30pm):

After a refreshing lunch break we will focus on creating and testing processes, solution architecture, business case, prototype and pitch your final solution to the team's stakeholders.

Why Attend?

Engage in hands-on sessions to develop an AI-driven solution for a truly business challenge. Network with professionals and gain insights into the latest AI and sales optimization trends.

At the end of the sprint, participating organizations have a concrete outcome: an AI solution blueprint that each participating organization can use, along with their newly acquired expertise in AI and innovation!

Organizations may send two participant each. Space is limited to 18 participants so make sure to

Want to register or learn more?

Visit our website or send us an email at
www.cookhouselabs.com | ✉ hello@msg-global.com

PROJECT TYPE

- Open Innovation project for Canadian SAP SPM user
- Project team will consist of participants from different industries and organizations

DURATION

SPRINT: 1 day
TIME: 9.00am - 4.30pm
APPLY by: **October 31, 2024**

LOCATION

DAY: **November 6, 2024**
SAP Office **Toronto**

ATTENDEES

- Sales
- Business
- IT