Development of Sales Methodologies for NBM and AM

> *Cristian Arriagada is the current Regional Sales Director, SAP Business One Cloud at H&CO Cloud, a leading SAP Gold partner, where he leads the sale and expansion of SAP Business One Cloud solutions in countries such as Mexico, Colombia, Peru, Chile, and Argentina. With more than 6 years in this role, Cristian has played a key role in establishing H&CO Cloud as one of SAP's leading partners for this product and these territories. Previously, Cristian held sales leadership roles at V&V Solutions and TFC Soluciones, accumulating more than 14 years of experience in the sector. His track record demonstrates a strong ability to manage sales teams and develop effective sales strategies, driving growth and efficiency in the technology market.*

Background

Since 2022, I have been responsible for leading the organic growth of H&CO Cloud, expanding our operations from Argentina and Chile to new offices in Colombia, Peru, and Mexico. My primary objective was to build New Business Manager and Account Manager sales teams for our SAP Business One Cloud product, focused on accelerating new-customer acquisition and strengthening loyalty in our installed base, growing MRR. This challenge required building cohesive teams aligned around our objectives and giving them effective working resources and proven practices to hit their sales quotas and to grow without friction or excessive dependence on me.

Solution

In collaboration with Imppulsor, we expanded and updated existing resources and developed new tools. We refined our accelerated sales methodology for preconfigured software, created a sales operations playbook for onboarding new sales executives, and

reviewed our sales process and procedures. We also extended the sales productivity program, promoted the use of sales math for planning, consolidated annual sales and account planning into formal documents by executive, and strengthened quarterly business reviews (Quarterly Business Review) to assess results and correct variances.

`Working with Imppulsor and the management resources resulting from this collaboratio`

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