

# Research in progress: Leveraging Sales Process Potentials for Enterprise System Providers

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# Leveraging Sales Process Potentials for Enterprise System Providers

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## **ABSTRACT**

Small and medium sized enterprise systems (ES) providers often face challenges since there are fewer resources available in comparison to incumbent competitors. Selling an enterprise system to a prospectus customer or reaching a rental agreement with the prospectus customer is crucial to maintain permanent cash inflows. Applying the case study methodology, the sales processes of three ES providers have been analyzed. The activities performed by the different departments involved in the case studies have been modeled using the Knowledge Modeling and Description Language (KMDL) to determine potential improvements in the processes.

## **Keywords**

Enterprise systems, sales process, improvement.