DI SALES

NXTLVL

up for tomorrow

Behind the Scenes: Your backstage pass

Background info, tools, tips, and tricks to unlock your success

Author first name last name

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TABLE OF CONTENTS

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Backstory of Claim and Visual

A deep-dive into the look and feel of NXT LVL

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HOW THE CLAIM CAME TO LIFE

This narrative was developed to represent three aspects of our transformation:
First it explains the **#NextLevel** environment around us and why we must transform.
Then it provides a picture of what it's like to **#LevelUp**.

NEXT LEVEL	→	LEVEL UP	→	UP FOR TOMORROW
State of industry	→	**Our vision – what it looks like to level up**	→	**The mindset that unlocks our success**
Why?	→	**What?**	→	**How?**

Finally, it unveils the collective **#UpForTomorrow** mindset we need to navigate this transformation successfully.
The claim can be dynamically utilized in communication to fit various purposes:

Next Level | Level Up | Level Up For Tomorrow | Up for Tomorrow

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HOW THE CLAIM CAME TO LIFE

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WHY?

1. The dynamic demands of our customers and the industry continue to go #NextLevel.

2. So, we're doing the same. We will meet these challenges head-on.

3. The day we stop striving is the day we become irrelevant in the industry and to our customers.

4. Sitting back is not an option when markets, technology, and business models are shifting faster than before.

5. The pace of the world requires us to set a new bar.

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WHAT DOES IT LOOK LIKE TO LEVEL UP?

1. It's working smarter not harder. It's about speed over perfection.

2. This could mean moving to quarterly or monthly cycles so we can reiterate and innovate faster. Or creating A-teams to focus on disruptive innovations and models. Or learning new digital systems that help us engage better in our work or with the customer.

3. To be clear - it's not an instant journey, and persistence is key.

4. It will be the small but important gains we make every day that will make the difference.

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HOW? WITH A FRESH MINDSET.

1. We need to fuel our persistence. We need to be Up for Tomorrow.

2. This means having an optimistic mindset amidst challenging times.

3. We are encouraged to expand our curiosity and to connect more with each other to gain efficiencies.

4. We approach boundaries with hope, and we become more comfortable with change.

5. This is a challenge for everyone. We can all take lessons from this shift. We all have room to transform.

6. As we continue to assume this empowering mindset, our entire perspective changes and we create new opportunities. We work together seamlessly for the customer.

7. When we #LevelUpforTomorrow, we are transforming our vision into reality.

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EXAMPLE STATEMENTS

- Going #NextLevel: Build the Future Today, #LevelUpForTomorrow

- Time to go #NextLevel for the customer.

- Join me as we #LevelUpForTomorrow

- Together we'll #LevelUpForTomorrow

- Work smarter, not harder. #LevelUpForTomorrow

- It's time to #LevelUpForTomorrow

- #LevelUpForTomorrow to win the customer.

- Revamp your mindset and the rest will follow: #LevelUpForTomorrow

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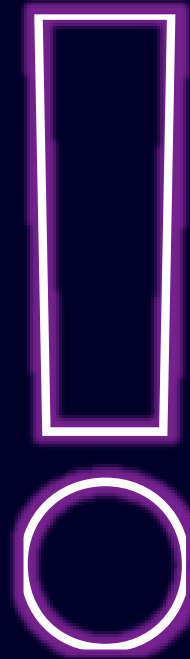
EXAMPLE QUESTIONS OR CALLS TO ACTION

- Are you ready to go #NextLevel?

- What is your #NextLevel focus?

- What's your most important tool for going #NextLevel?

- How will you #LevelupForTomorrow in your role?

- Who inspires you to #LevelUpForTomorrow?

- Describe how you #LevelUpForTomorrow in _____ (project, challenge, role)

- Tag teammates who help you #LevelUpForTomorrow

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HOW THE VISUAL DIRECTION WAS BORN

New times bring new challenges. And with them new perspectives, new ways of looking at things.
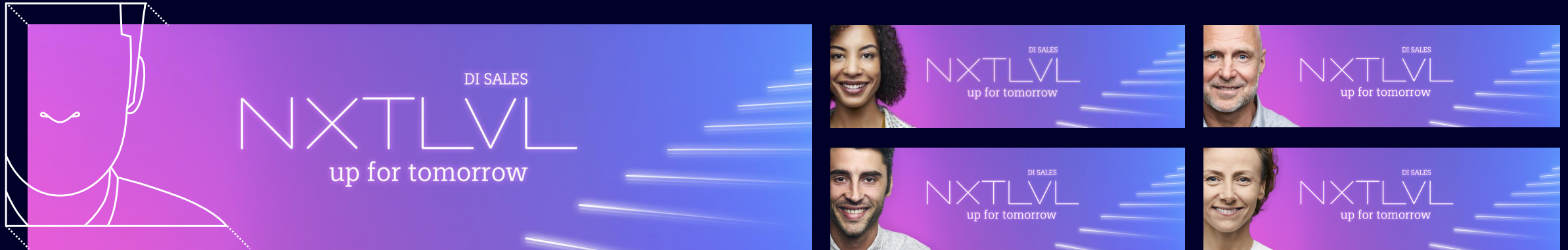
The world is becoming more diverse, more colorful, more modern, but also more inspiring.

We are being swept along into the world of tomorrow, which is already making itself visible today. Into new media that acts globally and sets global trends.

We integrate these trends with this idea and use this (transformation-) energy in the look & feel.

DIGITAL
ENERGETIC
INSPIRING
ELECTRIFYING
FRESH
MOVING
FAST

DI SALES
NXTLVL
up for tomorrow
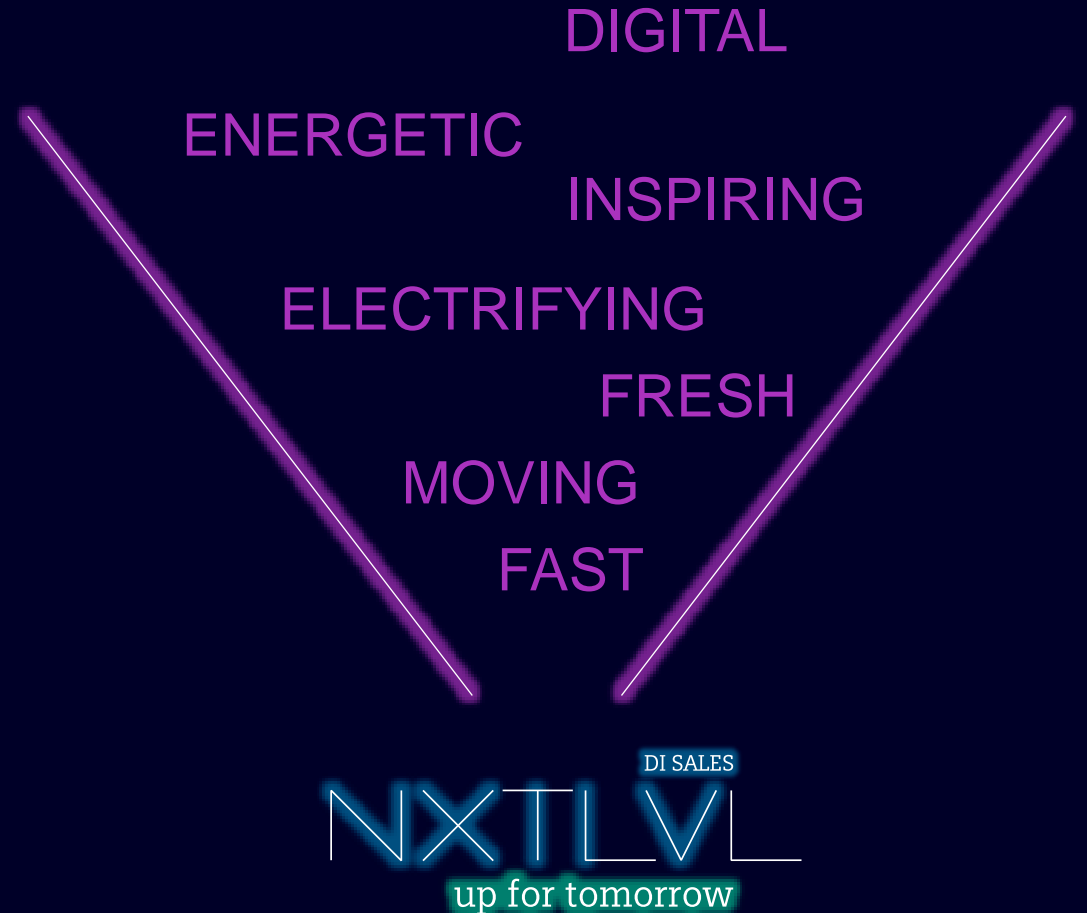
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HOW THE VISUAL DIRECTION WAS BORN

The NXT LVL main visual integrates a diverse set of faces. This approach represents the people of Siemens making the difference. It give the program a more personal feel.

Regions have the opportunity to use this visual as a customizable template: you can for example encourage people to participate by integrating their own profile picture* and share their #NextLevel game face.

* We recommend working with a professional agency to achieve a good result

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Master Template Slides

The right look, every time

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Headline headline
Subheadline subheadline

Author first name last name

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Headline headline
Subheadline subheadline

Author first name last name

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Headline headline
Subheadline subheadline

Author first name last name

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Headline headline
Subheadline subheadline

Author first name last name

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Headline headline
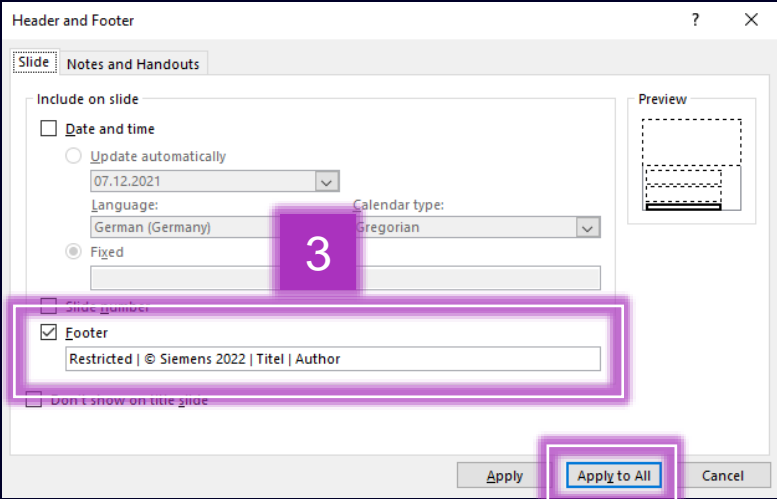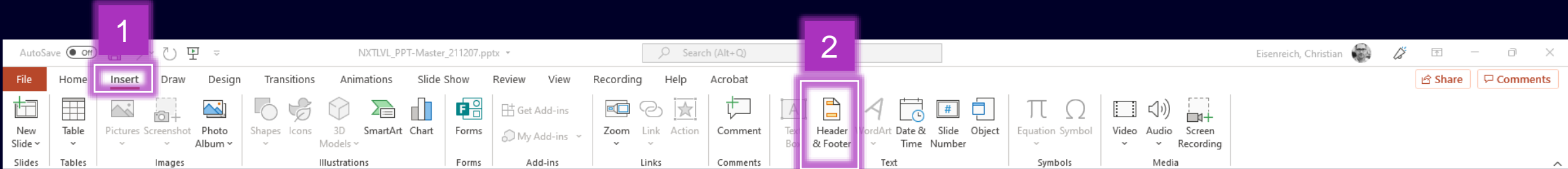## Subheadline subheadline

Author first name last name

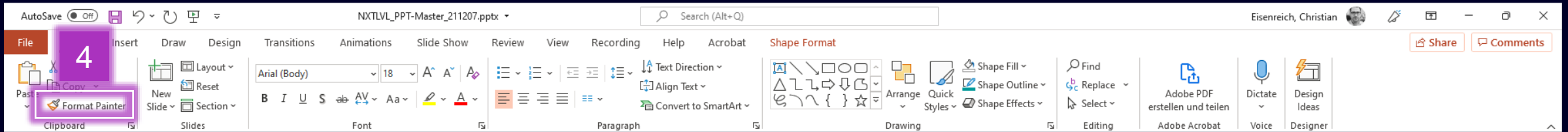**SIEMENS**

Footer

SIEMENS

Colors

SIEMENS
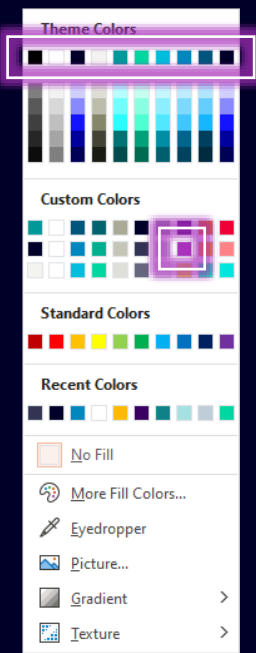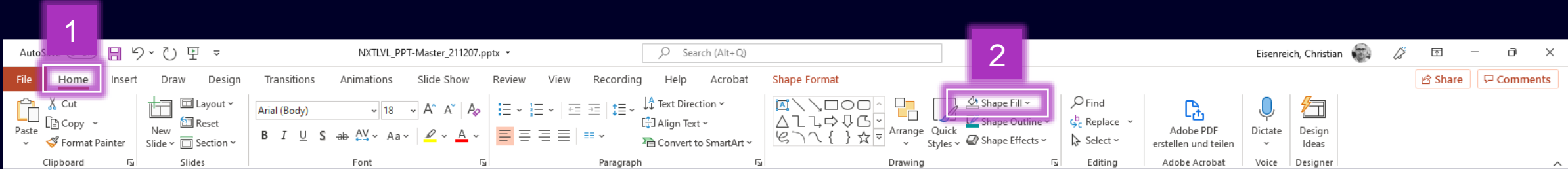
Highlight effect

1   EFFECT

Copy the element "EFFECT" to the slide where you want to change assets

2

Create your own symbol as a line

3   EFFECT

Click on the element "EFFECT"

4   Format Painter

Click on „Format painter"

5

Click on your element (line)

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Claim

DI SALES

NXTLVL

up for tomorrow

NXT
LVL

DI SALES

NXTLVL

up for tomorrow

NXT
LVL

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Elements

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9 WORK PACKAGES HAVE BEEN DEFINED AS KEY ENABLERS FOR THE TRANSFORMATION

Territory approach
Decouple customers' buying behavior from our underlying structure

Sales

Partner

Digital Demand Generation

OEM Approach
Transform from siloed push to integrated pull

OEM

SW

Vertical

Vertical approach
Strengthen Push/Pull via coordinated ecosystem approach across all channels

2nd layer approach
Support customers with application & use case oriented pre-sales support

Cross-BU Pre-Sales Support

Pre-sales — FA

Pre-sales — MC

Pre-sales — ...

DE Collaboration
Setting joint goals and team up to execute

Compensation
Cultivating a desire to close

Flexible, role-based DI Sales Incentive policy

Global DI/SI Sales Performance and Incentive Tool rollout

DE Special Incentive

Learning Organization
Empowered people and collaboration

You!

Sales Culture Ambassadors

Personas & Sales Culture Hub

Sales Culture Initiatives

Horizontal organization
Provide applications / specific technologies with cross-vertical relevance

Additive Manufacturing
Industrial Security
...

IT requirements

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UTILIZE THE DI SALES NEXT LEVEL GUIDING PRINCIPLES

In addition to the transformation packages and #UpForTomorrow mindset,
keep our guiding principles in mind:

GUIDING PRINCIPLE

1
No "one size fits all" approach

2
Units out of scope remain as is

3
Stepwise realization until FY25

4
Focus on growth & productivity increase

1) Of T1 & T2   2) Numbers and buckets to be adjusted per country   3) Over 4 years   4) Additional to base productivity

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DI SALES

NXTLVL
up for tomorrow

PROGRAM OVERVIEW

Everything you need to know to be informed and take action

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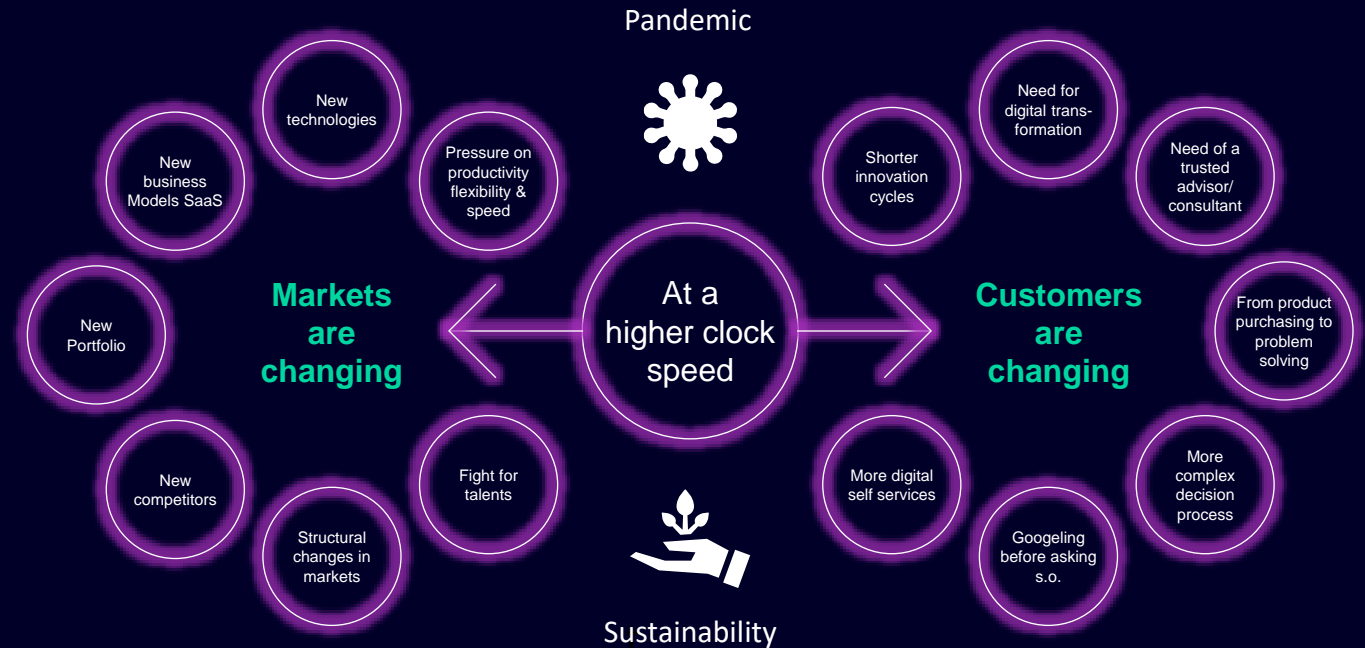
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Why do we need a transformation?

Pushing past current boundaries

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WE NEED TO MEET THE DYNAMIC DEMANDS OF TODAY

Digitalization is changing our entire environment, and how we interface with our customer.

We continually face new competitors, new technologies and completely new business models.

These Changes across markets, customers, and technologies require that we completely transform our organization and Go-to-Market approach

Pandemic

New technologies

New business Models SaaS

Pressure on productivity flexibility & speed

New Portfolio

Markets are changing

At a higher clock speed

Customers are changing

Shorter innovation cycles

Need for digital trans-formation

Need of a trusted advisor/ consultant

From product purchasing to problem solving

New competitors

Fight for talents

Structural changes in markets

More digital self services

Googeling before asking s.o.

More complex decision process

Sustainability

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THE MARKETS ARE CHANGING AND SO ARE OUR CUSTOMERS

DIGITALIZATION IMPACTS EVERY BUSINESS PROCESS

We must ensure we not only reach technical specification but also solve real customer problems and adding lasting value.

NEW BUSINESS MODELS ARE REQUIRED

- more digestible monthly user fees leads to easier investments

- cloud-based applications

- data analytics from AI and ML

VALUE CREATION WITH CUSTOMERS

We need to co-create with the customer and become a trusted advisor who helps them navigate their path through transitions.

CUSTOMERS WANT A HIGHER DEGREE OF SELF-SERVICE; THE JOURNEY NEEDS TO BE FRICTION-LESS

Customer decision to engage happens after they are already 57% down purchase path

44% of millennials prefer a seller-free experience

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PEOPLE ARE AT THE CENTER

We face a challenge to find and keep good talent:

- We need to be fast on our feet to hire excellent in certain tech fields, i.e. data analysts or digital marketers

- New technologies require more skilled people to consult our customers and engineer effective processes.

- We have the unique opportunity to increase our customer value and become a digital front-runner.

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Our Vision

Every challenge harbors an opportunity

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OUR TRANSFORMATION WILL UNLOCK THE REALIZATION OF OUR VISION

Our ultimate goal is to set the pace as leaders. Imagine in 2025…

- Siemens outranks all the industry players

- We are growing year on year by 20%

- Customers are compelled by our value, not our price

- We're rated as the Best Employer, outranking the top players in this area
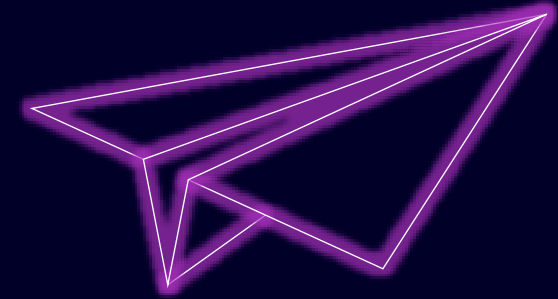
! **There's only one top spot. There's no doubt it could be us.
We need to be proactive and take steps now to make it happen.**

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Our DI Sales Priorities

Ensuring we are a double-digit growth tech company

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OUR 2022 DI SALES PRIORITIES FUEL OUR ASPIRATION

Strong sales culture

Industry Vision

Value generating
Go to Market

CUSTOMER

Sales driven
profitable growth

Digitize Sales

NeXt Level

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#NeXtLevel

means:

- Sitting back is not an option when markets, technology, and business models are shifting faster than ever before

- The day we stop striving is the day we become irrelevant in the industry and to our customers

- So, it's time to set a new bar

- We're approaching this head-on now, instead of trying to catch up later

- Small changes and wins each day will add up to huge success

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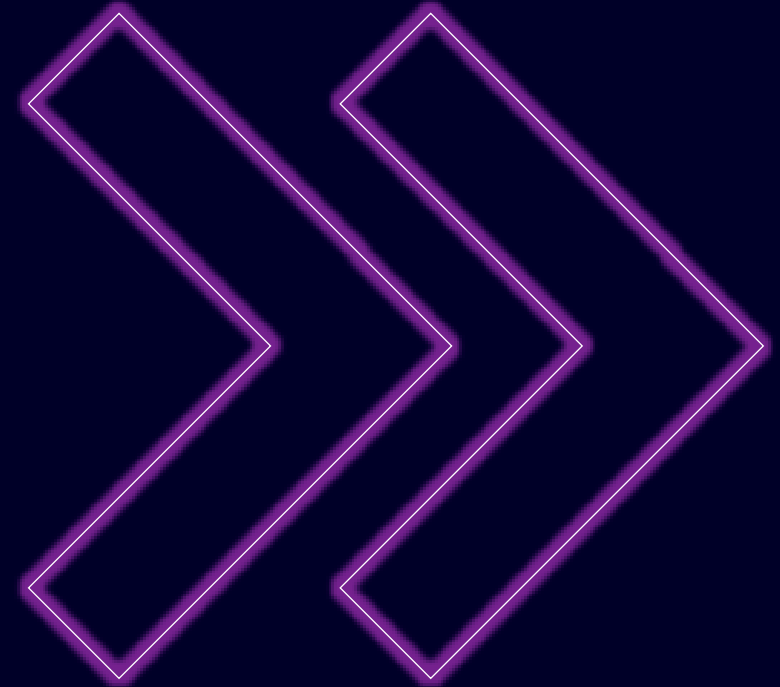
START NOW, TOGETHER

OUR GOAL

Transforming
the sales
organization

OUR APPROACH

Together as
a team

OUR TIMEFRAME

Start NOW

↓

2025

! **#NextLevel is a transformation program to move the complete DI Sales Organization towards a growth-focused setup. We will execute together as a team, bringing it to life in each region through your contributions.**

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How do we do this?

With the right framework to empower your journey

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TO EXPLOIT GROWING MARKET POTENTIAL 9 PACKAGES HAVE BEEN DEFINED AS KEY ENABLERS FOR THE TRANSFORMATION

Territory Approach
Decouple customers' buying behavior from our underlying structure

OEM Approach
Transform from siloed push to integrated pull

Vertical Approach
Strengthen Push/Pull via coordinated ecosystem approach across all channels

2nd layer Approach
Support customers with application & use case oriented pre-sales support

DE Collaboration
Setting joint goals and team up to execute

Compensation
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Flexible, role-based DI Sales Incentive policy

Global DI/SI Sales Performance and Incentive Tool rollout

DE Special Incentive

Learning Organization
Empowered people and collaboration

Horizontal Organization
Provide applications / specific technologies with cross-vertical relevance

Additive Manufacturing
Industrial Security
...

IT Landscape

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TERRITORY APPROACH
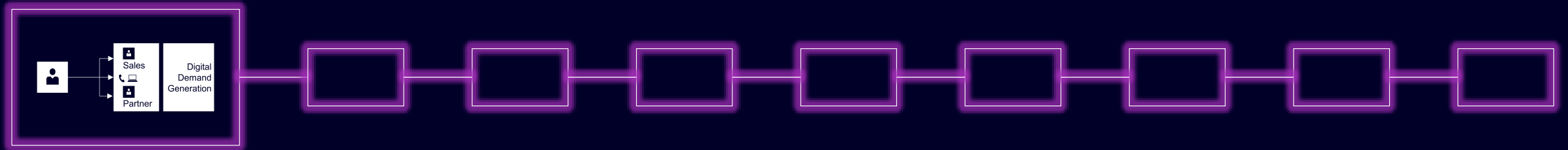
WHY

- The customers' buying behavior as well as the customer journey is becoming increasingly digital and dynamic.

- We must optimize our Territory Sales so it can reach its highest effectiveness.

- We should transform Territory Sales to a multi-channel customer approach so we can achieve this.

WHAT

Major changes -

- Territory Direct

- Territory Inside/Digital

- Territory Partner

- Digital Demand Generation

BENEFITS

- We'll achieve reduction of effort and complexity

- Sales can focus on growth topics and fully exploit customer potential

Visit also
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OEM APPROACH
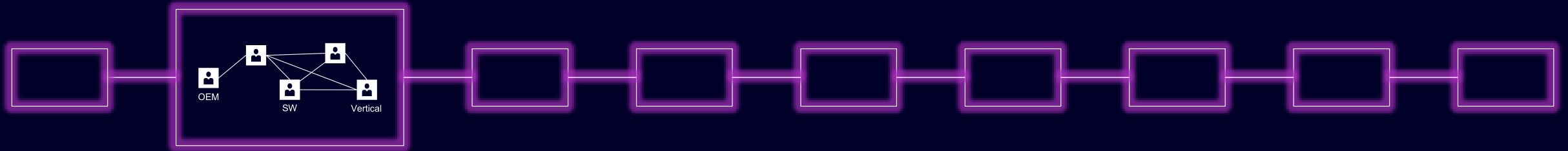
WHY

- Consumer-driven demands for customization require highly flexible machines.

- IoT is pushing our environments to connect intelligently and seamlessly.

- Competitive pressures from new low-cost providers have never been higher.

WHAT

- Implement smart account allocation

- Focus on high-potential technology accounts

- Revamped sales approach with integrated hunter teams

BENEFITS

- Gain market share across entire DI portfolio

- Effective allocation of resources

- More competitor conversion

Visit also
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VERTICAL APPROACH
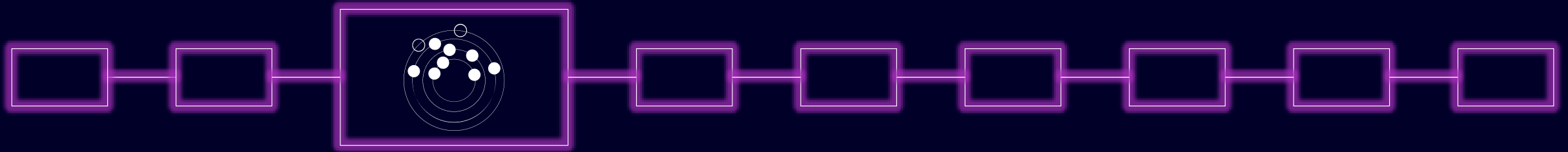
WHY

- More stakeholders distributed across the customer´s ecosystem.

- New business models, new tech, and new players.

- Need to strengthen cooperation between the sales channels.

WHAT

- Continue to focus on our end customers.

- But also expand our approach to coordinate activities across the entire ecosystem

BENEFITS

- Maximize customer penetration and strengthen the push/pull effect

- Push collaboration with a much higher hit rate

- Reduce and simplify efforts

Visit also
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2ND LAYER APPROACH
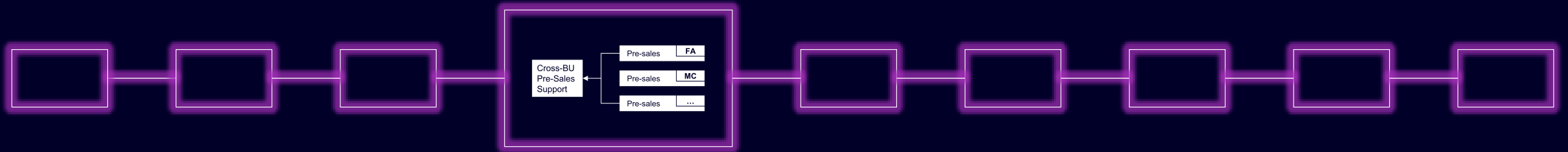
WHY

- The customer needs more application and solution support.

- Our sales channel requires presales support covering product presales and support for Cross-BU technological use cases.

WHAT

- We increase the self-service for product support, such as configurators and documentation.

- We will also establish cross BU presales support teams.

BENEFITS

- We'll strengthen our competencies and develop best-in-class system experts.

- Go from being technically assigned experts to system experts

- We will provide the highest value to the customers

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COLLABORATION APPROACH
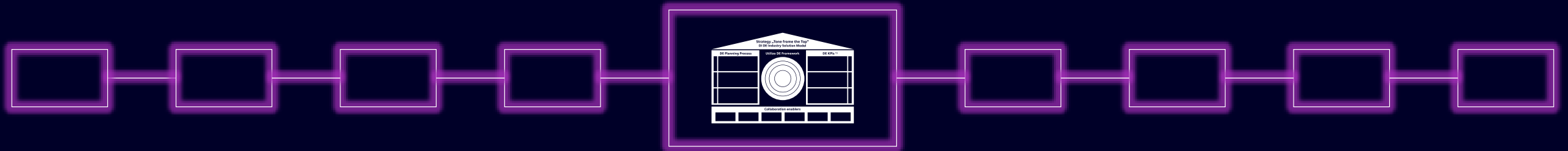
WHY

- Customers have high expectations of Siemens when it comes to a seamless horizontal and vertical integration of SW and HW.

- So, collaboration is a critical success factor which enables to live up to that promise.

WHAT

- Kick off a joint DE Planning Process

- We also pilot a new rewards system for RC and SISW Sales teams

- Introduce flexible incentive schemes.

BENEFITS

- A totally improved experience for the customer when engaging with Siemens DI.

- Gaining more loyalty and trust from the customer right from the beginning.

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COMPENSATION APPROACH
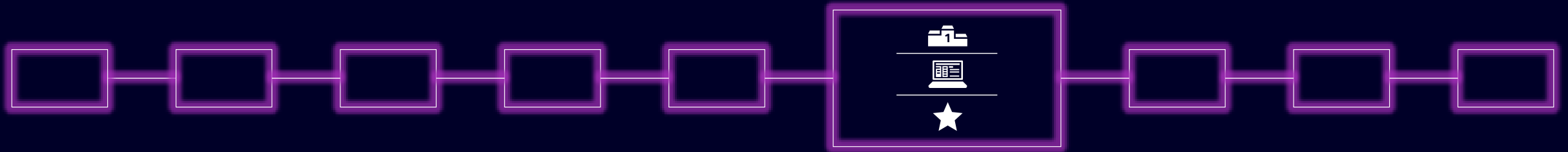
WHY

- We need to further develop sales incentives as a key driver for increased sales performance.

- Our approach therefore needs to reflect state-of-the-art practices.

WHAT

- Modify and strengthen the collaborative sales behavior.

- Keep up regional flexibility.

- Strengthen our sales force performance.

BENEFITS

- The regions will have a high level of customization for incentives.
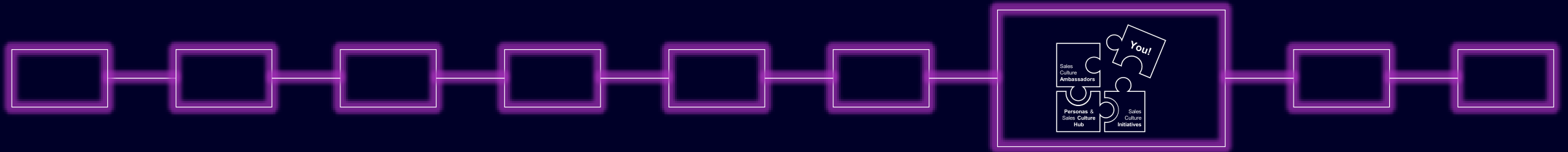
- Immediate feedback on sales performance.

- We optimize a collaborative sales behavior.

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LEARNING ORGANIZATION APPROACH

WHY

- The people behind products, services and processes are what make the difference.

- It's our priority to help people become the best version of themselves.

WHAT

- Focus on the 4 Cs to optimize our sales culture.

- Provide upskilling with a focus on value selling, digitalization, and building new business.
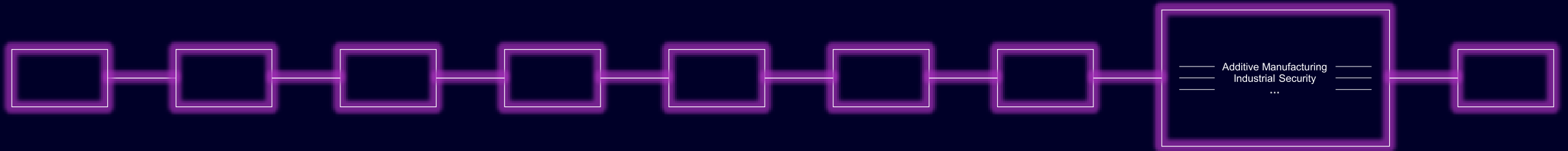
- This is a continuous and fluid journey.

BENEFITS

- We can offer higher customer value and become the number one tech partner of choice.

- We have a team of highly motivated entrepreneurs.

- We have leaders who empower their teams to decide and act.

**Visit also
hotspot.com/loremipsum**

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HORIZONTAL ORGANIZATION

Additive Manufacturing
Industrial Security
...

WHY

- Approach required to incubate use cases in customer co-creation and made them replicable

- Fragmented technical workforce hindering use cases with cross-vertical flexibility

- Increasing demand of use cases to drive our footprint in thought leadership

WHAT

- Dedicated cross-BU setup

- Coordination of cross-vertical applications, technologies, solutions and services

- Push of Horizontal Digital Enterprise value proposition

- Focus on customers and investments on behalf of verticals

BENEFITS

- Execution of growth in important technology fields

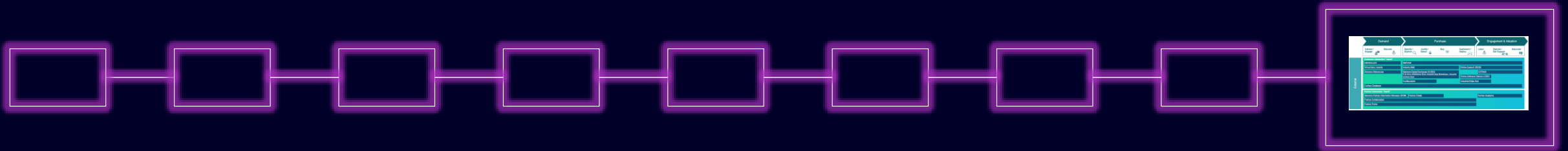- Support of global vertical account approach

Visit also
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IT LANDSCAPE

WHY

- Changing customer preferences require new or adapted digital touchpoints

- Leverage IT innovations for the digital transformation of sales

- No Digital Business without IT

WHAT

- Collect & consolidate IT requirements specified by all WPs (in RCs and HQ)

- Ensure requirements are placed in the right demand channel to enable the change

- Drive standardization of global IT landscape

BENEFITS

- Customer experience and self-service

- Productivity gains through digitization and standardization

Visit also
Intranet.siemens.com/highspot/NeXtLevel
DI Sales IT tool landscape

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#LevelUpForTomorrow

- Working smarter, not harder

- Realizing it's not an instant journey and success can be small wins

- Reconsidering what failing means

- Not letting setbacks stop you

- Being open to new processes, new tools

- Trusting each other's strengths and working closer together

- We encourage you to share your stories and use the **#LevelUpForTomorrow** hashtag on Yammer!

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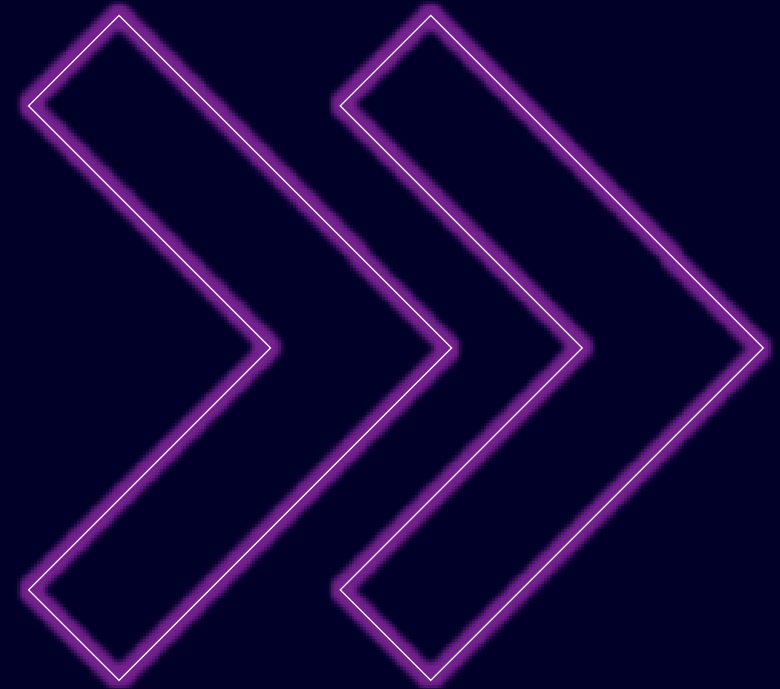
UTILIZE THE DI SALES NEXT LEVEL GUIDING PRINCIPLES

In addition to the packages and #UpForTomorrow mindset, keep our guiding principles in mind:

GUIDING PRINCIPLE

1
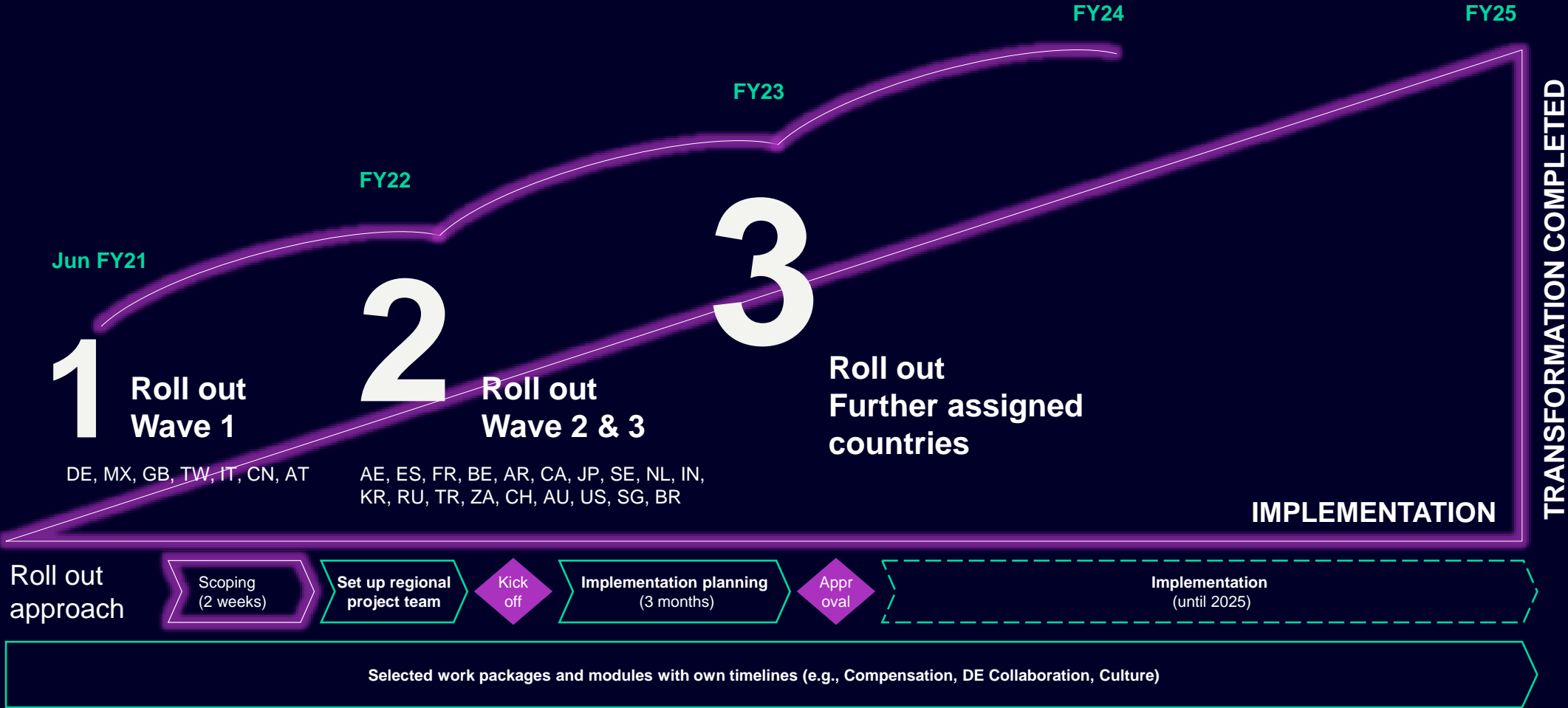No "one size fits all" approach

2
Stepwise realization until FY25

3
Focus on growth & productivity increase

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What does this mean for you?

What does the rollout look like?

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FROM THE REGIONS FOR THE REGIONS: A ROLLING WAVE APPROACH

TRANSFORMATION COMPLETED

Jun FY21

FY22

FY23

FY24

FY25

1 Roll out
Wave 1

DE, MX, GB, TW, IT, CN, AT

2 Roll out
Wave 2 & 3

AE, ES, FR, BE, AR, CA, JP, SE, NL, IN,
KR, RU, TR, ZA, CH, AU, US, SG, BR

3 Roll out
Further assigned
countries

IMPLEMENTATION

Roll out
approach

| Scoping (2 weeks) | Set up regional project team | Kick off | Implementation planning (3 months) | Appr oval | Implementation (until 2025) |

Selected work packages and modules with own timelines (e.g., Compensation, DE Collaboration, Culture)

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WE ARE MAKING PROGRESS: REGION SUCCESSES AND LEARNINGS

Tino Hildebrand
DI Head Taiwan

Tino and team in Taiwan have examples of how we need to be flexible and in our regional approach, balancing guidelines with trust:

» *Guidance is clearly needed, but it has to be well-balanced with empowerment. It would be wrong to not allow our experts, with their broad and comprehensive knowledge, to impact the way we are transforming our G2M. So we have set up a framework in which the team was empowered to move around and to tackle the details.* «

Brian Holliday
DI Head UK

Brian and team in the UK are already in the final implementation phase. He talks about their journey so far and how this shapes future expectations:

» *NeXt Level is making sure that we have the right sales resources in the right places and that we are a 'Match Fit' like in a football team – competent in sales methodologies and able to address changing customer markets. As a result, I expect more collaboration with our software colleagues on the digital enterprise and more joint customer activity through authorized partners to ensure that our digital superpowers shine through.* «

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Build the future today
#LevelUpforTomorrow

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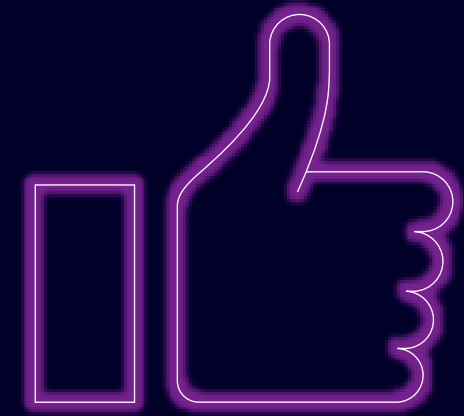
Yammer Communications Guide

Getting the most out of your internal communities

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IF YOU BUILD IT, THEY WILL COME.

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YAMMER COMMUNICATIONS: USE THE RIGHT INGREDIENTS

✓ Strong, concise copy which includes a question or call to action.

✓ Use of the official Hashtags: **#NextLevel** and **#LevelUpFortomorrow**.

✓ An image, gif, or video to catch the eye and increase interest and engagement.

✓ Tagging people who are a part of the topic or who should get involved in the post.

✓ Adherence to company guidelines.
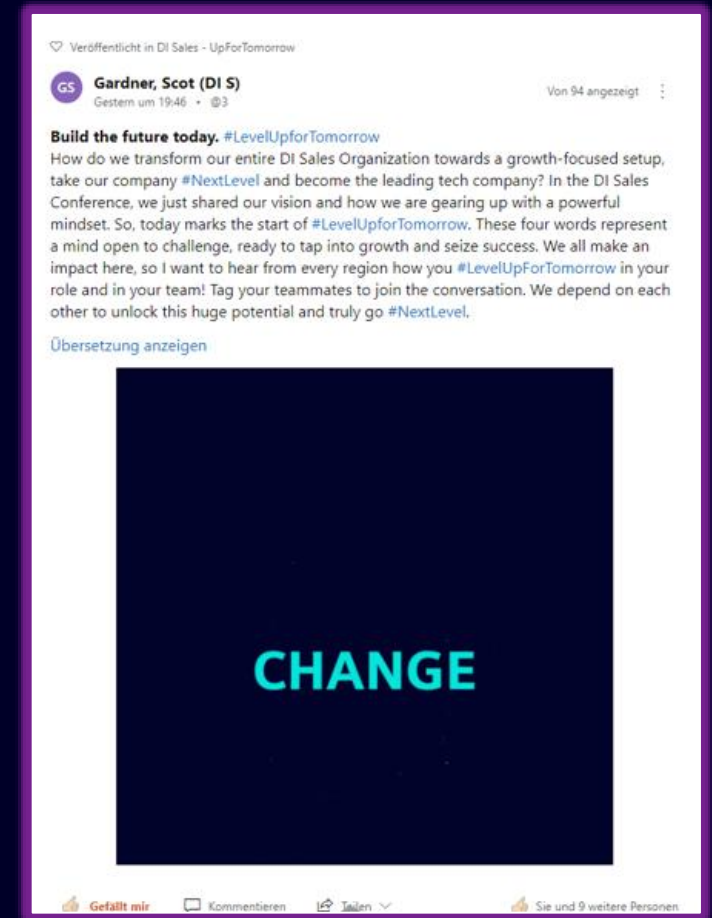
*Example from 6 Dec in the DI S Yammer Group

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YAMMER COMMUNICATIONS – ENGAGE THROUGH QUESTIONS

✓ Ask questions: Ask for advice, thoughts, inspiration, or personal experiences. Or simply invite people to get clarification if they still don't understand something. Use the comments to crowdsource ideas or start a conversation.

✓ Use the 'Fill in the Blank' statement. It's easy and fun.

✓ Once you post, don't forget to go back, read the comments and respond! You will increase the exposure to the post and show that the topic and commenter are important.

✓ Tag people who you want to specifically answer because of their knowledge or expertise.

*Example posts
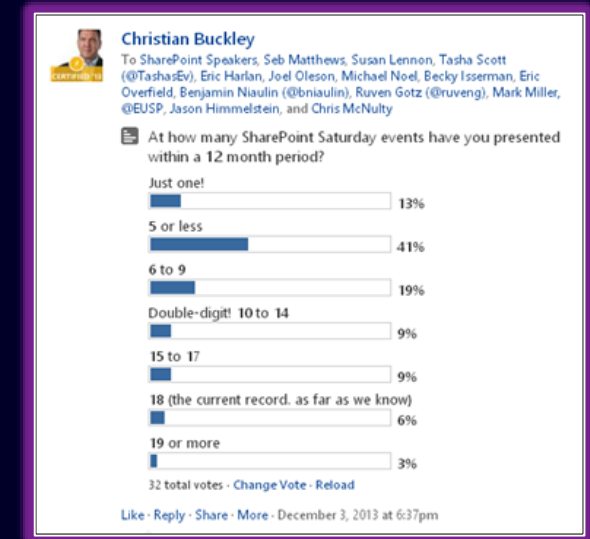
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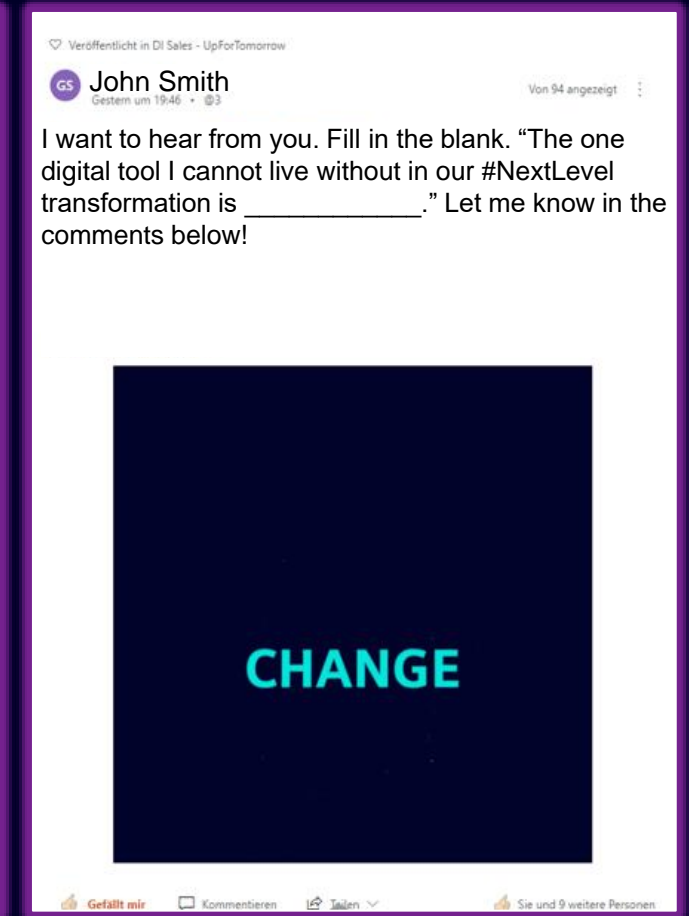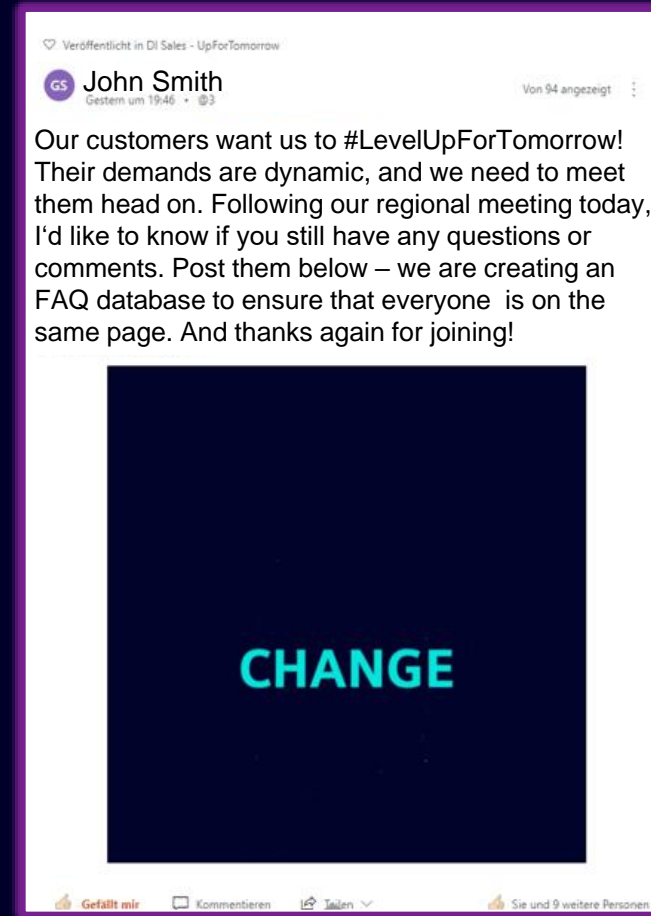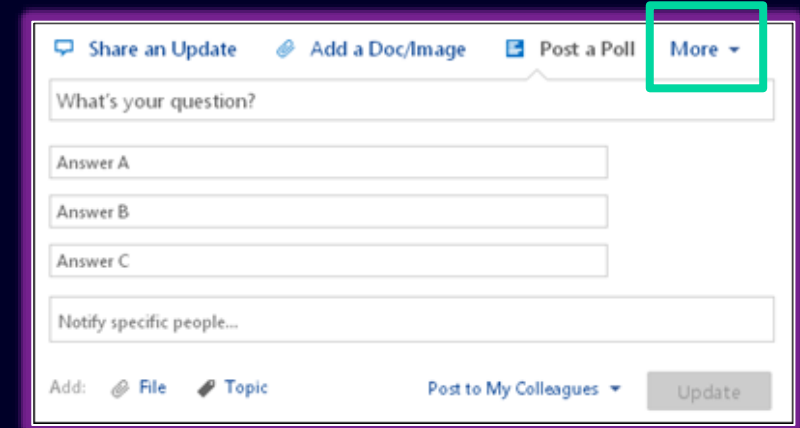
YAMMER COMMUNICATIONS – USE THE POLL FUNCTION

Collect ideas, feedback, and more:

✓ People are more willing to participate in polls when they can see the data real-time, which is what Yammer offers.

✓ You can add up to 10 questions, select which Group you would like to post into, add files and tags, and copy key people.

✓ From the replies, you'll see who has answered.

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YAMMER COMMUNICATIONS – RECOGNIZE SOMEONE

In the name of team spirit and collaboration:

✓ This is a great way to interact and call out the stellar work of your peers, partners, and management during #NextLevel.

✓ Use the Praise option to recognize people for a job well done, when recognizing innovation, and other activities.

✓ At the top of the conversation bar, just select More, and then Praise Someone.

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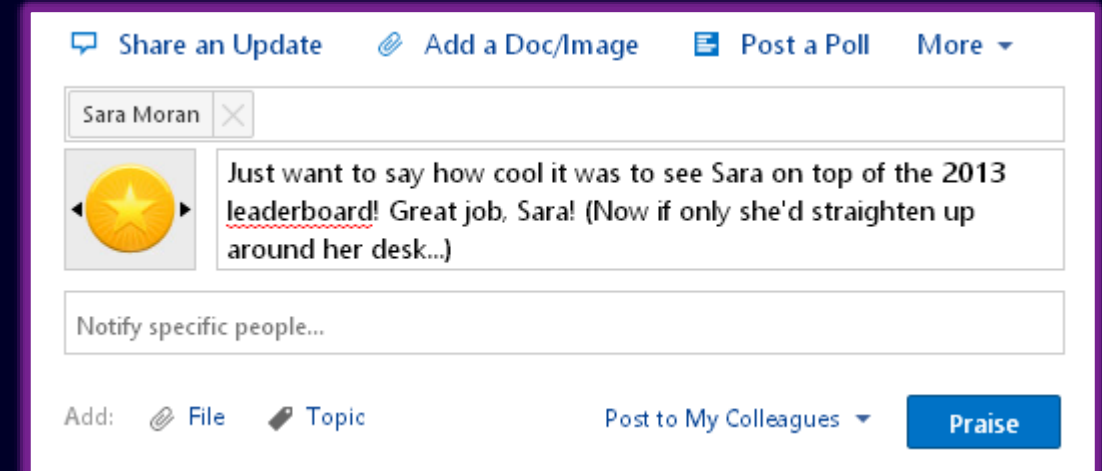
YAMMER BEST PRACTICES
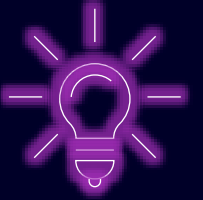
A picture is worth a thousand words: always upload multi-media to accompany your text. Statistics show higher engagement rates than posts with just text by itself.

Shorter is better: Try your best to adhere to the max word count of 500 characters, including spaces and paragraph breaks. After that, the post limits the text and requires user to hit 'Expand', aka 'the fold'.

Be like Netflix, build a series: One and done is not as fun! Build a series of posts, or even a storyline ahead of time and reap more engagement rewards by the end of your campaign.

Use the Announcement function for very important topics and when you are first launching something. It is available to Group or Network Admins. The function generates an inbox message to all group members.

Use Yammer like it was any other social network! Have fun, be genuine, post interesting content, and learn from others!

Reward involvement and creativity: In addition to questions, polls and praise, consider having a raffle or prize for best comments, best photos, videos and more.

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LEADERSHIP AND STRATEGIC USE OF YAMMER
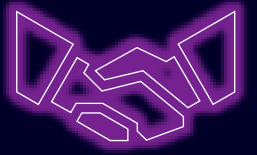
Identify your team:
The most successful Yammer rollouts occur when a committed team, representing a cross-section of your organization, works together to execute tasks on time.

It's ideal if you can identify one or a few people who can also serve as 'community managers' who check, moderate and engage with posts.

Brief Leaders:
Notify and educate leaders ahead of campaign or project start and make sure they know the simple basics of posting. And if possible, go through this Yammer Best Practices section with them.
Let them know that when they invest in Yammer, the Sales culture will greatly benefit in the long-run.

Encourage them to post content outside of planned posts as well, with the goal of increasing relatability to them.

Widen the halo effect with your influencers:
Identify and empower your Ambassadors or Champions. Get them involved early on and offer them support in post ideas so they can get started.

Choose people who are already early adopters, who make great posts, and who have a bit of bandwidth to make the impact with you.

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HOW WILL YOU USE YAMMER TO #LEVELUPFORTOMORROW ?

Drive employee morale

Transform your business
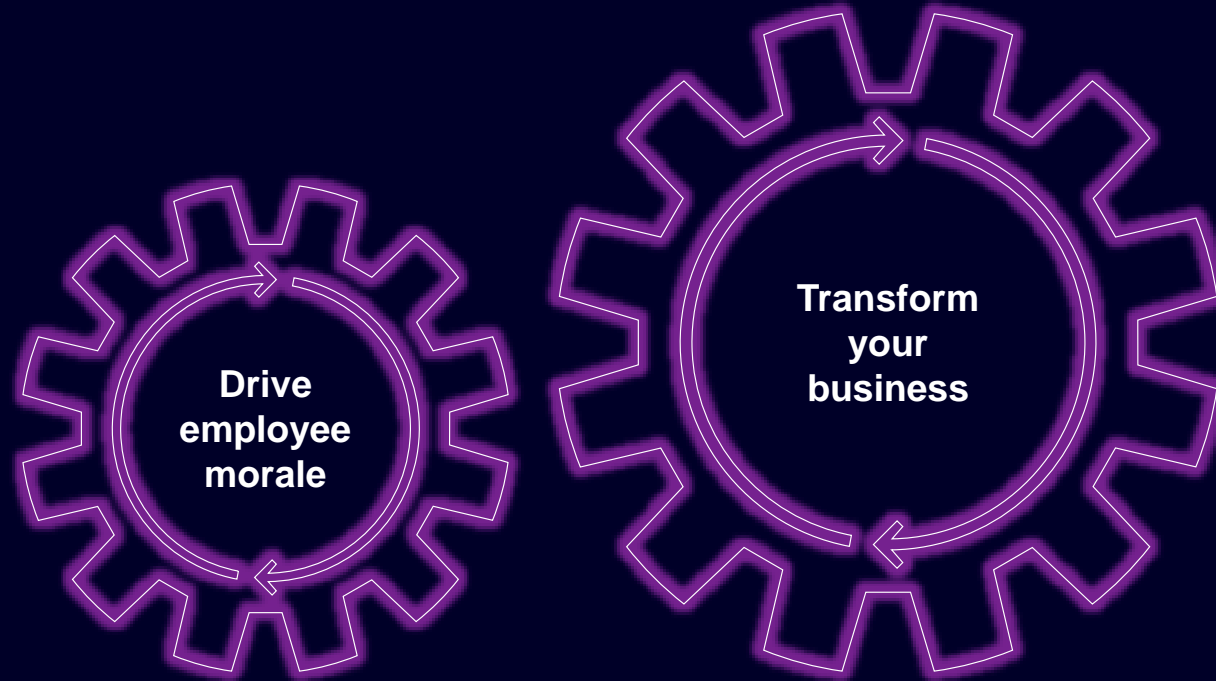
The sky is the limit. The more you put in, the more you get out. With the tools and tactics mentioned, you'll be able to shape a better community. But it takes time, so don't stop after a few posts. Have a plan and get as many people involved as you can.

For even more tips and best practices, head over to Microsoft's Yammer Success Guide:

Yammer Success Guide (microsoft.com)

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Work smarter, not harder.
#LevelUpForTomorrow

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