

Fact: Oracle solutions for marketing and sales help you manage the selling process across your business, align sales to overall corporate objectives, and optimize territories.



“Before Oracle, it was virtually impossible to say how much outstanding business we had quoted, because customer information was being stored on three different systems. Now with Oracle Sales, TeleSales, and Quoting products with one single view of the customer, we have not only exceeded all our forecasts but also have a growth rate of 37 percent.”

– PATRICK HARRIS
CIO
Sealing Devices

Oracle Marketing and Sales Applications

- Marketing
- Sales
- TeleSales
- Configurator
- Advanced Pricing
- Quoting
- Proposals
- Sales Contracts
- iStore
- Partner Management
- Trade Management
- Incentive Compensation
- Customer Data Management

Oracle Marketing and Sales

Managing the selling process across your business is critical to your organization’s success. With Oracle, selling is not just the interaction of salespeople and prospects. Oracle understands that effective selling is the continuous dialogue of marketing, promotion, proposal, contract, fulfillment, and service. It’s the customer conversation that occurs with your salespeople, on your Web site, and through the partner organizations that represent your products and services. Information drives selling success. Accurate information must be available at the right place, at the right time—accurate information about customers, prospects, products, and pricing.

Oracle and Information-Driven Selling

When you use information to drive selling, you ensure sales alignment to the overall corporate objectives so your selling resources are mapped to your richest opportunities. Information-driven selling guarantees that every selling interaction moves sales effectively forward. Finally, information-driven selling ensures that the selling process occurs collaboratively across the different organizations and channels that support your selling efforts.

Information Drives Selling Alignment

Your selling success is managed in three dimensions. First, how you optimize sales territories against your richest opportunities. Second, how sales compensation correctly influences selling within those territories. Last, how you use marketing to drive territory opportunity to revenue. Information is the key to using territory planning, sales compensation, and marketing to optimally align selling to corporate objectives.

With Oracle software, one single basis of information aligns sales efforts to corporate objectives. Oracle E-Business Suite delivers this basis through the Oracle application architecture. Whether from Oracle E-Business Suite or any other vendor—custom or legacy—Oracle manages selling processes more effectively and at less cost, by keeping all your information in one place. One source of truth. All based on Oracle’s application architecture.

With Oracle Sales, and its territory manager functionality, you’re able to optimize territories based on comprehensive enterprise information that includes leads, opportunities, customers, service requests, contracts, claims, and other relevant information that you determine. Territory assignment automatically aligns selling to the richest opportunities and corporate objectives, using comprehensive enterprise information.

Likewise, Oracle Incentive Compensation guides selling optimally within those territories, relying on the same consistent information provided in the territory manager functionality. Sales representatives are able to directly understand compensation implications within their territories and deals; management is able to use compensation to align outcomes to corporate objectives.

This single source of information is fundamental to how Oracle Marketing aligns selling to the richest corporate opportunities. Whereas other marketing applications are oriented toward automating marketing activities, Oracle delivers a new approach, with marketing that drives revenue, not just responses. By leveraging a single repository of information from across the enterprise, you can target opportunities, personalize campaigns so they are more effective, and refine them in real time.

Information Drives Selling Effectiveness

In an economy where opportunities are harder to close and competition is high, sales is frequently asked to meet growing revenue goals with fewer resources. Whereas other sales applications concentrate on increasing management visibility and administration, Oracle focuses on accelerating your sales cycle with advanced sales tools that leverage enterprise information to drive selling effectiveness. From lead to order to compensation, Oracle Sales and Oracle Marketing help your company and your selling partners move from sales administration to selling effectiveness.

Oracle Quoting and Oracle Proposals leverage enterprise information to dramatically reduce the time and effort required to deliver accurate, compliant proposals and quotes. Additionally, Oracle coaching worksheets automatically bring enterprise information into the context of your sales methodology, making it easier for sales representatives to consistently do their work. And for mobile access, Oracle has optimized its applications for wireless networks, ensuring that sales personnel always have access to the critical enterprise information that drives selling effectiveness.

Information Drives Selling Collaboration

Selling doesn't occur only in the sales department—selling is supported through marketing, fulfillment, service, support, and all the organizations with which your customers interact. Moreover, selling isn't just occurring through your employees. Your customers are also learning about and purchasing your products and services on your Web site and through your partners. It's imperative to collaborate in the selling process across all the organizations and channels your customers interact with, making enterprise information the keystone to collaborative selling.

For direct selling, Oracle Sales and Oracle TeleSales leverage enterprise information to completely connect the sales process from lead to quote, for inside as well as field-based sales organizations. Likewise, Oracle Partner Management drives indirect selling for channel managers as well as program participants by leveraging the same enterprise information. And Oracle iStore delivers your virtual selling presence through the internet with best-in-class e-commerce functionality.

It's not just about coordinating selling across channels. Successful selling also requires cross-departmental coordination. Oracle Business Flow Accelerators coordinate selling across marketing, sales, fulfillment, service, and support, ensuring that complete enterprise information is focused accurately on every process that drives selling success.

Only Oracle

Information-driven selling ensures the alignment of selling with corporate objectives. It delivers selling effectiveness and collaborative sales across your internal organizations as well as your external selling channels. Information-driven selling requires a single understanding of information across your business. Oracle delivers a single basis of information for your entire business. Only Oracle can deliver information-driven selling.

CONTACT US

Visit oracle.com/applications/marketing or call +1.800.ORACLE1 to learn more.