

## Drive More Sales with the Right Prospects

“Every sales professional wants to know what the next-likely-to-buy is for their customers, but they don't want to be burdened with cumbersome analyses that requires heavy IT involvement.”

Sheryl Kingstone  
Director of Enterprise Research,  
Yankee Group

Gaining information on the prospects that are most likely to buy a product or service is critical to sales success. This is because in today's competitive environment, sales representatives are under intensive pressure to meet and beat their quota. In order to focus on the right deals and shorten the sales cycle, salespeople need actionable insight that enables them to hone in on the most promising leads.

### Can Your Sales Team Afford to Chase Unqualified Leads?

All too often, sales representatives approach potential customers with products they have no inclination to purchase, despite the fact that salespeople can spend as much as 20% of their time prospecting for qualified leads<sup>1</sup>. Unfortunately, much of the information easily accessible to a salesperson is frequently inaccurate or incomplete. As a result, salespeople expend countless hours on administrative activities such as searching through customer contact lists, information sources, and internal systems to find buried information. Yet sales representatives are still confronted with the following key questions:

- Who should I sell to?
- What products should I sell?
- What are the best prospects to pursue?
- What size deal am I likely to close with these prospects?
- What timeframe am I likely to close a deal within?
- What information do I need to know about the prospect in order to target and sell to them more effectively?

Without the right information, sales representatives often find themselves spending more time on unknown and unqualified leads. They have to ascertain a company's product interest; and unearth a company profile, past purchase history, and buying trends. As a result, salespeople inevitably never find out about or neglect more qualified leads with a higher likelihood of closing. The results are lower sales productivity due to a smaller pipeline of qualified leads, decreased revenues, and reduced customer satisfaction and loyalty.

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<sup>1</sup> Barry Trailer and Jim Dickie, “Understanding What Your Sales Manager Is Up Against,” Harvard Business Review, July-August 2006

### Why Oracle Sales Prospector?

- Standalone application compatible with any enterprise system
- Analyzes products purchased as well as purchase history of an organization
- Collective repository of sales intelligence benefits the entire organization
- Embedded business intelligence results in better business decisions by sales users
- Highly intuitive, rich graphical user interface
- Built on industry-leading open, standards-based Oracle Fusion Middleware technology
- Software-as-a-Service (SaaS) model leverages Oracle Grid Computing.

### Give Your Salespeople Tools That Maximize Their Productivity

Much of the customer data that sales representatives need for prospecting already exists, but only in a range of disparate applications and locations. To maximize sales effectiveness, salespeople need an analytical tool that provides a mashup of key customer information to enable more intelligent, efficient, and productive customer interactions. They need an easy to use application that requires no data entry but yields a wealth of information that leverages the collective intelligence of sales communities, yielding actionable insight that was not readily available previously. And they need a tool with sophisticated data mining capabilities and predictive analytics embedded within the application, enabling sales users to:

**Target the right prospects and products.** Predictive analytics enable companies to synthesize critical customer information, helping a sales representative understand what a customer or a prospect might be interested in based on similar customers in the database, increasing the likelihood of winning a deal.

**Increase sales representative effectiveness.** Anticipating which opportunities may be coming through the pipeline and being able to plan on deals to target throughout the year can help salespeople make the most effective use of their time. In addition, knowing what customers with similar business profiles and product needs can serve as likely references also expedites the selling process. Armed with the right information, sales representatives can pitch the right products to the right prospects, increasing conversion rates and closing more deals. Access to a prospect's purchase history also gives valuable insight into discounts offered to the customer in the past to minimize sales negotiations and shorten the sales cycle.

**Improve the quality of customer interactions.** By recommending products and services based on an analysis of past buying behavior and profiles of similar companies, sales representatives can improve the overall customer experience by selling products that are relevant to a company's business needs. As a result of a more satisfying buying experience, sales representatives can increase up-sell and cross-sell opportunities with the customer for future business.

### Increase Sales Productivity and Effectiveness with Oracle Sales Prospector

Oracle Sales Prospector, an Oracle Social CRM Application, mines and analyzes information across internal systems and public information sources for top prospect recommendations, identifies potential references, and analyzes purchase probability. With Oracle Sales Prospector, sales representatives gain access to a highly graphical and easy to use solution with no data entry required. Oracle Sales Prospector shortens the sales cycle by enabling sales representatives to focus on the most productive leads and utilize their time on what they do best – selling.

### About Oracle Social CRM Applications

Oracle Social CRM Applications utilize the latest Web 2.0 technologies, empowering sales representatives to be more productive by leveraging enterprise social networks. These intuitive, sales-focused applications help salespeople identify qualified leads, develop effective sales campaigns and presentations, and collaborate with colleagues to close more deals quickly.

Oracle is the leading CRM solution provider, with 15 years of leadership and innovation across a wide range of industries. With over 4.6 million users, Oracle has the best-selling and most deployed CRM solutions in the marketplace.

### CONTACT US

For more information, please call 1.866.906.7878 or visit [www.oracle.com/socialcrm](http://www.oracle.com/socialcrm).