



## JD EDWARDS ENTERPRISEONE SALES FORCE AUTOMATION

### KEY FEATURES AND BENEFITS

- Lower your cost of sales
- Increase close rates
- Shorten the sales cycle

### Issue: Sales Force Effectiveness

Ask any company its goals, and it's not surprising that increasing revenue is always at (or near) the top. The success of the sales force typically determines whether the company achieves these revenue goals. And, to be effective, salespeople must understand their customers' and prospects' needs, communicate effectively, and efficiently manage the full range of information about their accounts and sales opportunities.

Mired down in administrative tasks, salespeople have less face-to-face time with customers and prospects—decreasing the probability of sales success and increasing the cost of sales. Without easy-to-use tools, information gets lost and the sales cycle is prolonged.

The need to increase sales effectiveness does not end once salespeople leave the office. The mobile sales force must be able to provide the personalized, fast, and accurate responses necessary to win the deal or serve the customer— whether they are on a plane prepping for a call or creating a complex quote while at the customer site.

### Solution: Closing Larger Deals Faster with JD Edwards EnterpriseOne

Oracle's JD Edwards EnterpriseOne Sales Force Automation offers web-based functionality that helps capture all relevant information on prospects and customers. It supports sales staff and provides management with revenue and pipeline information.

At the account level, your sales representatives can keep track of contacts, activities, all interactions (whether phone, email, or face-to-face meetings), and details on each customer's product and service needs. They can access the information from their desks or while on the road via a laptop. Consequently, they are able to use their time most productively.

You can track leads by employee, territory, or industry—and easily convert qualified leads into sales opportunities. When opportunities are identified, your salespeople can link multiple contacts/influencers and track key metrics, such as potential revenue, close date, probability to close, and sales progress. They can quickly generate consistent, accurate proposals and quotes for each opportunity to help close the deal.

Once a sale closes, salespeople can create and process sales orders directly into JD Edwards EnterpriseOne Supply Chain Management, which integrates all activities involved in getting the orders made, packaged, delivered, and billed.

Sales Force Automation supports the complete sales process—from initial lead generation through opportunity development to ultimate sales close. Your sales representatives have what they need to increase close rates while reducing cost of sales. And your sales managers can easily drill into the information they need to ensure that their teams are on track to achieve their revenue goals.

### Feature/Function Highlights

- Lead-to-cash management
- Forecasting
- Account management
- Activity management
- Sales management and reporting

### Solution Integration

This module is designed to be integrated with these JD Edwards EnterpriseOne products and families across your operations using common tools and a Pure Internet Architecture:

- JD Edwards EnterpriseOne Customer Relationship Management
  - Service Management
  - Case Management
- JD Edwards EnterpriseOne Order Management
  - Sales Order Management
- JD Edwards EnterpriseOne Manufacturing
- JD Edwards EnterpriseOne Supply Chain Execution (Logistics)
- JD Edwards EnterpriseOne Supply Chain Planning
  - Order Promising

### Contact Us

For more information about JD Edwards EnterpriseOne, visit [oracle.com](http://oracle.com) or call +1.800.ORACLE1 to speak to an Oracle representative.



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