

## Leverage Social Intelligence to Deliver World Class Presentations

“Social networking is increasing the velocity of trusted information exchange and, in doing so, drives revenue acceleration, organizational efficiency, risk reduction, and constituent satisfaction.”

Rachel Happe  
Research Manager, Digital  
Business Economy, IDC

In today’s fast-paced business environment, finding the right material at the right time is critical to increasing sales effectiveness. A corporate community-based library of content organized by categories, ratings and tags enable users to quickly assemble powerful, relevant, and compelling presentations. Empower salespeople to focus their time on actual customer interactions by leveraging content that has been shared and recommended by people they trust.

### **Is Your Sales Team Reinventing the Wheel for Every Opportunity?**

In the current fast-paced, economically-challenged conditions, salespeople need to quickly and effectively establish an impactful dialogue with their customers. But sales teams are often overwhelmed by the wealth of information stored on their laptops, in emails, and on internal portals. All too often, salespeople assemble a new presentation for each opportunity by searching through presentations stored locally, downloading presentations from a shared library and then searching for content that may or may not be appropriate for their audience, or creating content from scratch. This process is tedious and time consuming, due to:

- Difficulty in finding relevant information
- Cumbersome access to shared content
- Incomplete or inaccurate information
- Outdated content
- Poorly articulated value propositions

When your company’s or product’s value proposition is not properly communicated, the result is diminished sales. Time wasted reinventing the wheel for each new presentation also means less of your salespeople’s time is spent maturing leads into prospects – resulting in lost opportunity costs. When a salesperson is in a time crunch to deliver value at short notice, he needs access to a central library where he can view and repurpose past content in order to quickly put together a targeted, compelling presentation.

### Why Oracle Sales Library?

- Anywhere, anytime access to structured, relevant and proven content
- Quick and easy assembly of sales presentations online
- Collective repository of sales intelligence that is reused and regenerated
- Indexed search at presentation and slide level
- Embedded business intelligence results in better business decisions by sales users
- Highly intuitive, rich graphical user interface encourages user adoption
- Standalone application compatible with any enterprise system
- Built on industry-leading open, standards-based Oracle Fusion Middleware technology
- Software-as-a-Service (SaaS) model leverages Oracle Grid Computing

### Empower Your Salespeople to Focus on Selling

It is impossible for frontline personnel to serve customers appropriately if they spend their time creating and reinventing materials. To maximize sales productivity, salespeople need a tool that leverages the collective knowledge of the community to help each user work more effectively. This tool should be accessible from any part of the world – for any solution – and be equipped with sophisticated data operations that enable sales teams to:

**Save Time.** By enabling users to assemble presentations online anywhere anytime, salespeople can quickly find the information they need to put together a winning presentation.

**Promote the Best Content.** Intuitive functions such as tagging and rating presentations and individual slides in various contextual communities help direct a salesperson to the right information. Key business values are consistently passed on to the customers.

**Perform High-level and Deep-dive Search.** Indexed information enables faster access to content based on tags or keywords. Salespeople can search across the entire library of presentations and return only those slides that contain a specified keyword to quickly locate the right information.

**Evolve the Collective Knowledge Base.** The database of presentations grows denser and more insightful with time. The content library evolves and grows every time a salesperson uses or ranks it, enabling the entire sales community to become more effective.

**Enhance Sales Evaluation Techniques.** Sales managers can assess and evaluate the performance of their groups' assets by analyzing downloads statistics, average rating and positive comments.

**Embrace Enterprise Social Culture.** Enable sales teams to create dialogue and exchange information in a peer-to-peer, activity driven environment. Salespeople are treated as social consumers as they increasingly turn to their peers for advice and recommendations on products and services.

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

Oracle Sales Library, an Oracle Social CRM application, allows users to leverage the collective knowledge of their professional social networks. It streamlines the process of creating sales presentations by creating a virtual library of content which each user can rate, tag, recommend and share. And Oracle Sales Library quickens the sales cycle by empowering the sales person with the right information when they need it the most.

### 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).