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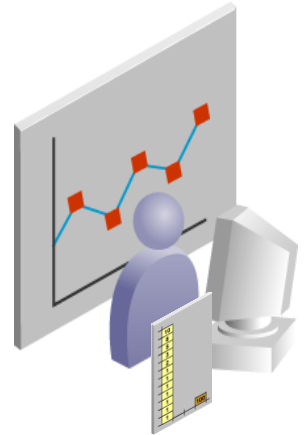
**JD Edwards EnterpriseOne CRM Sales Force
Automation**

Benefits

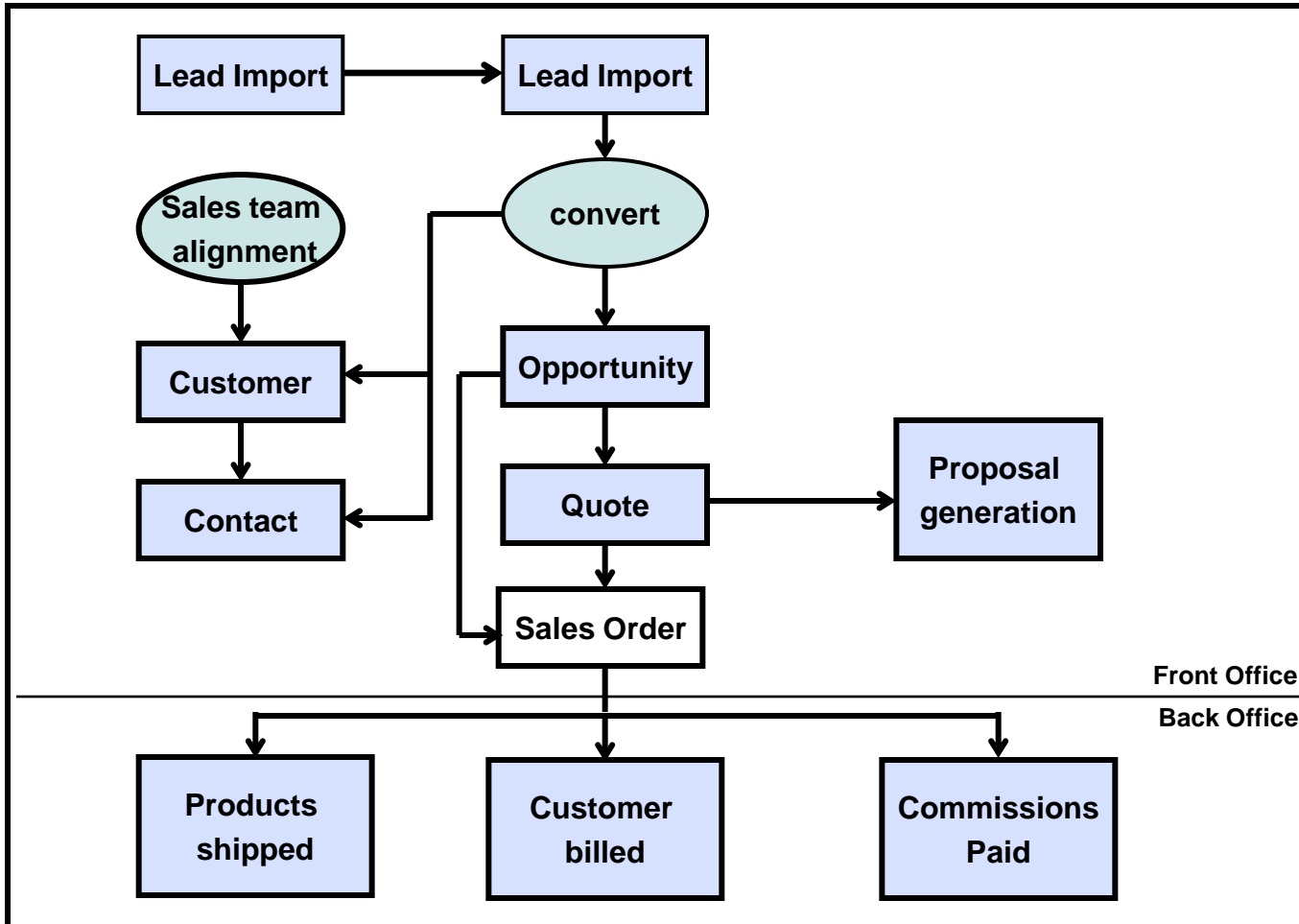
- CRM is a customer management tool that enables you to get in detail information about each customer. By using CRM, you can:
 - Raise customer satisfaction
 - Increase demand predictability
 - Increase enterprise profitability
 - Improve customer loyalty
 - Create stronger relationship

Features

- CRM Sales Force Automation (SFA) consists of applications for sales representatives and managers to automate, standardize, maintain and analyze sales application.
- CRM Sales applications can be used to automate, successfully manage the organization's sales strategies, sales force and sales opportunities



Process Flow



Effective and Efficient Selling

- Before sales representatives can complete the steps in the sales cycle, you define:
 - Sales methodologies.
 - Qualification parameters.
 - Industry groupings and territories.
 - Sales team alignment.



Identifying Leads

- When you enter leads into the system, you specify the main contact person's name, company, title, address, phone number, fax number and email address.
- The lead includes information about the potential customer:
 - Status
 - Date and time
 - Industry
 - Web site
 - Credit



Entering Sales Opportunities

- To manage and maintain the opportunity effectively, you must provide as much as information as possible to each member of the sales team.
 - Products and quantities the customer is interested.
 - Factors that drive the customer's decision to purchase goods and services.
 - Influential people that make decisions.
 - Cost for the sales team.
 - Activities that should be completed for a successful sale.
 - Members of the sales team.



Customer Detail Information

Customer - Customer - Manage Capital System, Worldwide Company

Customer | Contact and Partner | Activities | **Sales** | Service | Attachments

[Sales Team](#) | **Opportunity** | [Pipeline](#) | [Quote](#) | [Sales Order](#)

Sold To Ship To

Records 1 - 1

	Description	Sold To Customer	Sold To Customer Name	Sold To Contact	Ship To Customer	Ship To Customer Name	Ship To Contact
<input checked="" type="radio"/>	New business unit	4242	Capital System	Joe Smith	4242	Capital System	Joe Smith

Central entry point for customer information and transactions.

The Sales tab displays information for SFA.

Sales Order Management Process





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