Working the Way Salespeople Work

The complexity of many mobile applications limits the potential of mobile sales professionals, who expect to find critical information at their fingertips – quickly and easily. Field sales organizations need a different kind of mobile solution to help sales users increase productivity, manage customer relationships, and simplify collaboration.

"Although most mobile device CRM applications can do much more, keeping it simple ensures that users can quickly and easily access core functionality without getting bogged down by extraneous bells and whistles."

Forrester Research

Sales representatives are hindered by a number of challenges in many of today's mobile tools:

- Feature and data overload
- Cumbersome user interface
- Information dispersed across many systems
- Complex deployment and setup

Challenges Facing the Mobile Field Sales Organizations

Time is precious in a sales cycle. Today's sales professionals spend an ever-increasing amount of time away from the office while juggling multiple deals. Sales users need to complete frequent tasks involving customer information in CRM, while only using their mobile device, yet many mobile applications fail to consider the unique qualities of today's handheld devices. Work styles while mobile are different than when in front of a desk, yet many mobile solutions today mimic desktop counterparts.

Salespeople don't need a desktop application repurposed for a mobile device. They need an application that is designed specifically for a mobile device and for their mobile work style. Sales users want a solution where the information they need is simply a click away. Unfortunately, sales representatives are hindered by a number of challenges in many of today's mobile tools:

- Feature and data overload

- Cumbersome user interface

- Information dispersed across many systems

- Complex deployment and setup

Frustration mounts when sales users have to endlessly scroll and click through lists and screens to enter data and find the information they need. Searching through and updating multiple calendars and contact lists is frustrating and error-prone. Manual data entry and lengthy synchronization times can exasperate even the most patient sales representative. The result? Incomplete sales information, decreased productivity, lower user adoption, and reduced sales.

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Mobile Sales Assistant Key Features*

- Intuitive, task-focused user interface designed for mobile devices
- Contact and account management
- Calendar and task integration
- Opportunity and lead management
- Integrations to Oracle CRM On Demand, handheld personal information management, and Blackberry Maps or Google Maps.
- Easy sharing of contact and lead information
- Real-time access to key CRM data
- Ability to jot down notes and associate them with specific accounts, contacts, or opportunities in CRM
- Single-click access to recent and frequently viewed items
- At-a-glance view of today's appointments, contacts, and tasks
- After-call reminders for frequent tasks
- Store-and-forward data send
- Support for Apple iPhone and Blackberry smartphone

* Note: Features may vary by device

Delivered as a service

- No synchronization required
- No administrative overhead
- No setup fees
- Low, predictable costs
- Easy to deploy and manage

Realizing the Full Potential of a Mobile Sales Organization

Sales users deserve better. Maximize their time away from the office with an application that mirrors their mobile work style and:

1. **Streamlines frequent tasks.** Salespeople are schedule-driven and need a mobile solution that reflects their daily rhythms. Intuitive features such as placing phone calls, sending emails, and retrieving driving directions directly from a contact view keep users productive while after-call prompts for creating tasks, appointments, and call notes minimize overhead spent on administrative activities.

2. **Is simple and easy to use.** Mobile applications should be centered on the user rather than the source of data. Mobile users need critical information at a glance without being forced to scroll down for frequently accessed information. Extraneous functionality and data are counterproductive.

3. **Accesses local and enterprise information in one click.** Sales representatives don't know and don't care where key data is located. Whether calendar or customer information is available locally on the device or remotely on a CRM server, sales professionals need an application that can give them the answer they need in a single click.

4. **Enhances collaboration to increase sales effectiveness.** Selling is collaborative in nature. Sales representatives need a mobile application that allows them to share information, communicate, and set up meetings with team members and customers easily and effortlessly.

5. **Ensures "anywhere access."** Poor network connectivity affects sales productivity. Features such as automatic caching of frequently accessed data and store-and-forward capabilities reduce interruptions and prevent lost work.

6. **Is easy to deploy and maintain.** Simple setup, deployment, and maintenance – with no infrastructure requirements – are critical to getting a mobile workforce up and running quickly.

A Different Kind of Mobile Application

Sales representatives will only use an application if it is easy to use and helps them get their job done. Oracle Mobile Sales Assistant works the way salespeople do. Simple and intuitive to use, Oracle Mobile Sales Assistant is designed specifically for mobile work styles to streamline frequent tasks, allow collaboration with key contacts and team members, and maximize customer insight through enriched CRM data. The result? Greater sales productivity, reduced costs, shortened sales cycles, and increased revenue.

The Oracle Advantage

As the #1 global CRM provider, Oracle offers the the widest range of on premise and on demand applications – all backed by single-vendor hosting and management capabilities – plus the domain expertise that comes with deploying more than 4.6 million live CRM users. With more than 30 years experience and innovation in enterprise software, customers trust Oracle for their technology, middleware, and application needs.

To learn more about Oracle Mobile Sales Assistant, visit crmondemand.oracle.com.

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