Modern Sales in the Cloud

Pipeline-Building

Today's empowered customers are well-informed of your brand and offerings far in advance of their first sales engagement. As they share opinions about your company on social media, they have more purchase influence on their peers than your sales team does. Given the amount of information they gather and the extent they've been influenced, it's not surprising that empowered customers often have made up their minds before they even speak to your sales rep.

Modern Selling Tools to Drive Demand Across All Channels

This late in the decision-making process, the sales rep has very little influence over the customer. This power shift creates a challenge for the sales rep.

Modern Sales reps partner with the marketing organization to share insights, understand customers' online behavior, and engage customers earlier in the sales cycle. To build a pipeline of serious buyers, they use all the channels at their disposal to pre-empt the customer's next move.

Oracle Sales Cloud

Oracle Sales Cloud enables better alignment between sales and marketing - so that sales reps can get a complete view of the customers' journey as they are nurtured and move down the funnel. They can run their own campaigns to further customer intimacy. Because Oracle Sales Cloud is tightly integrated with Oracle Marketing Cloud, sales can learn about a customer's digital body language – providing a qualified lead for sales.

Know What to Sell Your Customers

Problem: 47 percent of CSOs believe they need to improve their organization's performance in cross-selling and up-selling[1]

Recommendation Engine Solution: Sales reps get recommendations from the sales predictor which recommends upsell and cross-sell products based on similar buyers, customer profiles, and sales strategies.

Proof: "Oracle Sales Cloud will give [sales reps] more visibility in the leads that we're providing them. And it's also going to measure how those leads turn into sales."
– Airstream

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1 Accenture, *Top-Five Focus Areas for Improving Sales Effectiveness Initiatives*, 2013.

ORACLE®
SALES CLOUD

MODERN SALES TENETS

☐ Fast and Easy
☐ Mobile and Productive
☐ Insight-Driven
☐ Collaborative
☑ Pipeline-Building

Generate Leads

Problem: Sales reps generate nearly 50% of the leads they pursue[2]

Cross-Channel Campaign Solution: By developing tailored, cross-channel campaigns, sales reps can target the right prospects with the right messages. Campaign results can be tracked - helping reps drive demand across channels.

Proof: "Now, we're putting together entire lifecycle campaigns with a cadence of emails based on the products our customers have and what they're interested in."– Eaton

Find More Buyers Through Social

Problem: Poorer performing companies are 31% less likely to use social listening than industry leading ones[3]

Social Listening Solution: Social listening gives sales reps a richer, more insightful look at what customers and prospects are saying by combining both the words and the underlying sentiment of the social conversations. Together with current social networking tools such as LinkedIn and Facebook, reps can quickly find and add new contacts.

Proof: "Now it is very easy to find all the information about a customer… we have seen many benefits in daily life already." – Treasury Wine Estates

Know Your Prospect's Digital Body Language

Problem: Fewer than 50% of leads result in an initial discussion with a customer[4]

Digital Behavior Tracking Solution: By monitoring a customers' digital body language, sales reps can identify which customers are interested and which customers matter most. **Proof:** "I want my customers and prospects to come to me in the channel that they choose, and I want to be able to serve them." – Global Payments Firm

Why Oracle?

» Lower cost, less complexity, and faster time-to-value than competitors

» More device support than competitors

» Integrated incentive compensation, predictive analytics, and digital body profile

» Pre-packaged integration with JD Edwards, eBusiness Suite and Siebel

Oracle Sales Cloud empowers Modern Sales to drive demand across channels. Oracle helps your sales reps sell more, your managers know more, and your company grow more. Learn more at www.oracle.com/sales.

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2 CSO Insights, *Measuring Sales & Marketing Effectiveness, 2014 Key Trend Analysis,* 2014.

3 Aberdeen, *Ear to the Crowd: Leaders add Social Listening and Intelligence for Brand Management*, 2013.

4 Accenture, *Top-Five Focus Areas for Improving Sales Effectiveness Initiatives*, 2013.

Hardware and Software, Engineered to Work Together

ORACLE®