



## Modern Sales in the Cloud

### Oracle Sales Cloud Solutions

Your customer has changed. Today's empowered customers seamlessly shift from one channel and one device to the next while engaging with your company. They share opinions about your brand on social media – acting as advocates or dissenters – influencing each other more than your sales teams ever could.

#### The Empowered Customer

Empowered customers are well-informed of your brand and offerings before their first sales engagement. Given the amount of information they gather and the extent they've been influenced, it's not surprising that empowered customers often have made a purchasing decision before being contacted by a sales rep.

#### Oracle Sales Cloud

Modern Sales organizations recognize the strategic changes necessary to sustain and grow the business of the empowered customer. They engage the customer earlier and smarter - closing more deals more often.

Oracle Sales Cloud helps ensure successful execution of your sales goals. Oracle helps sales reps sell more and managers know more. Also, with the backing of the Cloud, your Modern Sales strategies will be agile, empowering your organization to grow more.

#### Fast and Easy

**Problem:** User adoption is a key reason CRM initiatives fail according to 44% business process leaders supporting front office apps<sup>1</sup>

**Solution:** Common interface and pre-built integrations so the solution is easy to use, deploy, and adapt

- » Intuitive User Interface to increase end user adoption
- » Easily configured and tailored to suit your organization
- » Pre-built integrations to streamline your business processes
- » Rapid deployment to get you up and running rapidly – and achieving higher ROI

**Proof:** “Reps have never had information at their fingertips the way that they do today.”  
– Batesville

**ORACLE®**  
**SALES CLOUD**



#### MODERN SALES TENETS

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

*“We are now more agile in the field than we have ever been before with Oracle Sales Cloud”*

– BREG

<sup>1</sup> Forrester, *How To Succeed With CRM: The Critical Success Factors, Part 3*, 2014.

## Mobile and Productive

**Problem:** Only 37% of a sales reps' time is spent selling<sup>2</sup>

**Solution:** Complete mobility enables sales reps to sell anywhere, anytime, on any device

- » Fast, mobile, and accurate CPQ to improve deal velocity and margin
- » Support for social, mobile, and team collaboration to enhance productivity
- » Mobile account management to update pipeline, forecasts and key accounts

**Proof:** "We are seeing 50% improvement in our product penetration." – First Data

## Insight-Driven

**Problem:** 70 percent of businesses lack the ability to create a single customer view<sup>3</sup>

**Solution:** Manage your business through powerful analytics to optimize sales performance

- » Built-in MDM and social data for complete, accurate, and clean customer information
- » Integrated sales performance management to optimize results
- » White space analytics to improve account penetration

**Proof:** "The deep insights into sales planning and sales performance management... will help our sales team sell smarter." – Expensify

## Collaborative

**Problem:** #1 challenge for sales managers is focusing reps in the right direction<sup>4</sup>

**Solution:** Integrated communication, coaching and collaboration drive productivity so you can grow more rainmakers in your organization

- » Intelligent coaching built into the sales process to improve sales rep performance
- » Social collaboration for faster and effective execution and team selling
- » Comprehensive information about account hierarchies, revenues, and house holding capabilities for complex and complete account management

**Proof:** "Now it is very easy to find all the information about a customer ... we have seen many benefits in daily life already." – Sako Finland

## Pipeline-Building

**Problem:** 37 percent of sales reps still miss quota<sup>5</sup>

**Solution:** Modern selling tools that drive demand across all channels so you can engage and influence prospects early

- » Upsell / cross-sell recommendation engine so you know what to sell to each customer
- » Ability to implement targeted, cross-channel campaigns so you can create more leads
- » Social marketing & listening tools that can be used to find more buyers

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



## 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

To compete and win, Modern Sales teams need new skills to sell to today's customers- they must be mobile, productive, insight-driven, collaborative, and always be building pipeline . With tools that are fast & easy to use and deploy. Only Oracle Sales Cloud supports Modern Sales. Learn more at [www.oracle.com/sales](http://www.oracle.com/sales).



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<sup>2</sup> CSO Insights, *Sales Performance Optimization 2013*, 2013.

<sup>3</sup> Aberdeen, *State of the CEM Market 2014*, 2014.

<sup>4</sup> CSO Insights, *Measuring Sales & Marketing Effectiveness, 2014 Key Trend Analysis*, 2014.

<sup>5</sup> Accenture, *Top-Five Focus Areas for Improving Sales Effectiveness Initiatives*, 2013.