



**THE PATH
TO SALES
PERFORMANCE
6 WAYS TO WIN**

TRANSFORM: DIGITAL BUSINESS IS THE NEW REALITY

Today's informed customer has changed the game for sales, adding complexity and pressure to the business. Sales teams must play harder, deliver more, engage customers earlier, and accelerate and close more deals.

So what's changed?

Customers are doing their homework online before they even speak to a sales rep. As a result, a lot of their decision-making is done before they even meet a member of your team.



Purchase cycle that is complete before a sales rep engages with a supplier¹

What does it mean for you?

Businesses are digitally transforming to keep up with the evolution of technology and data and to be agile enough to pivot in real-time to meet the evolving ways that customers buy.



CEOs who will have digital transformation at the center of their corporate strategy by 2018²



Potential growth of digital revenues in the next 5 years³

What's at stake?

Too many sales professionals are struggling to move beyond yesterday's sales funnel, bogged down by poor quality leads, marketing and sales friction, low conversion, and inconsistent data.



CSOs reporting higher revenue goals⁴



CSOs who don't think they will reach those targets⁵

¹ Corporate Executive Board

² Forbes

³ Forrester Research

^{4,5} CSO Insights



COMPETE: GO BOLDLY INTO THE FIGHT

There is a science behind today's elite sales teams:

They rely on more than force to win. They know basic contact management tools and aggressive tactics like cold calling and emotional appeal no longer cut it. Instead, they are turning to advanced sales technology solutions to perform better, faster, and smarter.

6 WAYS TO WIN

Top sales teams go, crush, win. Here are the ways they become game changers:

1



SELL MORE, FASTER

Advanced sales force automation (SFA) increases business agility and allows teams to achieve more, faster, and with fewer resources. A modern cloud-based SFA strategy helps not just sales reps, but the entire organization to sell more. This puts focus on:

- ✓ Increasing the sales pipeline
- ✓ Providing accurate forecasting
- ✓ Improving the speed of the sales process through mobile applications
- ✓ Boosting rep selling time

2



LEAD WITH INTELLIGENCE

Cloud-based sales analytics leads to better sales decision-making. A modern sales analytics solution in the cloud provides a 360-degree view of accounts that:

- ✓ Identifies patterns in purchasing history
- ✓ Predicts the most profitable products to recommend to customers
- ✓ Allows businesses to accelerate sales and make informed decisions
- ✓ Helps reps better achieve their quotas

3



SEE CUSTOMERS CLEARLY

The more knowledge that sales reps are armed with, the more likely they'll self-serve and sell more. But they need to trust the quality and source of that data. An integrated, scalable customer data management (CDM) solution allows sales teams to:

- ✓ Consolidate account and contact data originating from multiple sources
- ✓ Create a single 360-degree view
- ✓ Manage activities data in one place
- ✓ Ensure a "best version" customer profile that can be trusted

6 WAYS TO WIN

(CONT'D)

4



FORGE WINNING PARTNERSHIPS

A modern partner relationship management (PRM) program lets you engage, manage, and develop business partners. It empowers sales teams to:

- ✓ Customize and streamline business processes
- ✓ Develop and manage partner portals
- ✓ Drive successful partner channels
 - Improving onboarding programs
 - Streamlining deal registrations
 - Decreasing stalled opportunities and channel enablement challenges

5



MAXIMIZE PERFORMANCE

Powerful sales performance management (SPM) solutions help build a higher performing sales team. An end-to-end SPM solution should manage, motivate, and mentor salespeople and include:

- ✓ Sales on-boarding
- ✓ Territory planning and management
- ✓ Quota modeling
- ✓ Incentive compensation and gamification
- ✓ Sales appraisals and coaching systems

6



OPTIMIZE COMPLEX PROCESSES

By the time today's informed customers contact a sales rep, they're focused on price, not value. A modern configure price quote (CPQ) solution empowers teams to achieve higher margin selling by providing faster, more accurate quotes. A best-in-class CPQ also can:

- ✓ Significantly reduce sales cycles
- ✓ Prevent pricing and discount errors
- ✓ Increase up-sell and cross-sell opportunities
- ✓ Control and mitigate risk

CONQUER: SUCCEED WITH COMPLETE CLOUD CAPABILITIES

The most forward-thinking sales teams have learned that the path to peak sales performance leads to the cloud. A comprehensive and integrated sales cloud solution enables your team to deliver superior and consistent customer experience through all channels to achieve:



More quota attainment by using gamification to motivate your sales team⁶



Potential reduction in sales compensation overpayments by using a SPM solution⁸



More revenue in 6-9 months with automated lead management¹⁰



Faster increase in quota attainment by sales teams that use analytics⁷



More revenue through data-driven engagement⁹



Shorter sales cycle for companies that have adopted CPQ¹¹

^{6, 9, 11} Aberdeen Group

⁷ CSO Insights

⁸ Forbes

¹⁰ Gartner

GO PERFORM BETTER

Oracle Sales Cloud is the only complete, fully scalable sales cloud solution that empowers winning teams with new capabilities to set them on a path to peak sales performance. Accurate incentive compensation, smarter territory planning, data-driven productivity and collaboration tools, and proven sales coaching methods provide the fuel needed to get deals closed, faster.



oracle.com/performbetter



#performbetter

ORACLE®

SALES CLOUD

Copyright © 2017, Oracle and/or its affiliates.

