Modern Sales in the Cloud

Collaborative

Modern Sales teams need to collaborate with extended teams more than ever before. Deals are becoming increasing complex - requiring input from multiple channels and subject-matter experts. Better social tools can make a dramatic improvement in deal speed and rep productivity - and can be easily integrated into your processes.

Communication, Coaching and Team Selling Drive Productivity

Sales leaders have learned that internal collaboration can significantly improve sales performance. In fact, companies using enterprise social collaboration have 2½ times more year over year sales quota attainment than non-collaborators[1]. But the ability to empower a collaborative sales force remains elusive for many organizations. Best sales practices and shared insights are lost without a forum for collaboration.

Sales teams need access to the right information at the right time in order to ensure nothing slows the deal down. However, effective account management requires a deeper and more thorough understanding of the customer than most reps have today.

Oracle Sales Cloud

With social networking capabilities, Oracle Sales Cloud helps account teams collaborate with their extended sales colleagues and subject-matter experts to leverage best practices from across the organization. They can connect with coworkers from other departments such as contracts, quoting and pricing. With powerful sales coaching capabilities as well as collaboration support, Oracle Sales Cloud increases deal velocity and quota attainment.

MODERN SALES TENETS

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

"Oracle Social Network gives us the ability to have all of our people talking to each other, centered around the customer."

- CUBIS

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1 Aberdeen, *Enterprise Social Collaboration,* 2013.

Intelligent Coaching

Problem: #1 challenge for sales managers is focusing reps in the right direction[2]

Built-in Coaching and Knowledge Solution: Sales reps learn from the best through intelligent coaching and knowledge - built into the sales process. Reps quickly learn what to do next, gain better understanding of customer needs, and are able act on the best opportunities. Sales teams can implement customer-driven sales processes across various groups – improving sales rep performance and productivity.

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

Faster and Effective Execution

Problem: Only 37% of a sales reps' time is spent selling[3]

Social, Mobile, Team Collaboration Solution: Using integrated, internal social networking on their mobile devices, sales reps can have group conversations anywhere and anytime - driving more deals to closure through collaboration.

Proof: "Oracle Sales Cloud enabled us to consolidate various data repositories into a single source of truth, which optimized sales and marketing and reduced the total cost of ownership." – EC4U Expert Consulting AG

Complex and Complete Account Management

Problem: 70 percent of sales reps aren't accessing all customer data available[4]

Enhanced Relationship Modeling Solution: Complete information about account hierarchies gives sales reps a better understanding of the people making buying decisions in their accounts. Superior household modeling capabilities help to maximize revenues. Integration with social and external data sites including Dun & Bradstreet, LinkedIn, RSS News Feeds, etc. provides access to and insights about customers.

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

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 collaboration to drive productivity. 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 CSO Insights, *Sales Performance Optimization 2013,* 2013.

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

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