

3 SALES FIGHTS

YOU CAN'T AFFORD TO LOSE

**KNOCK OUT POOR PERFORMANCE.
LOCK IN REVENUE.**

Sales has changed forever. An era of digital disruption has made its impact – increasing customer expectation, the pressure for you to perform, and the level of intelligence you need to succeed.

It's time to take on more modern techniques or take a hit... so put on your gloves and we'll show you how to ramp up revenues in today's ring, unleash productivity that packs a punch, and make decisions driven by data.



Journeys with context

66%² of these buyers research products online before purchasing offline. 80%³ discover new brands and products from their peers. And most make it 60-70%⁴ of the way through the buying cycle before they even speak to a rep.

By understanding information like this – the true, new customer journey – you can adapt accordingly... whether that means providing buyers with better access to peer opinion, boosting your self-service capabilities or selling socially to hook prospects earlier.

The insight to improve

Did you know that over the last three years, only 1% of firms have hit forecast directly, and just 22% have come within five percent either way.⁵ And, in a survey of over 3,800 organizations worldwide, the win rate of forecasted opportunities was only 46%?⁶ You need better visibility than ever into your sales pipeline, opportunities, and existing customers... regularly drilling into the details to understand issues and take action.



Even B2B buyers are consumers: consumers who expect to be treated as such. Forget it, and fall. Engage with them – in the right way, at the right place, and at the right time – and win, producing a more profitable pipeline. But how?

Achieving through alignment

Building the best possible pipeline requires the best possible processes. That means aligning your Sales and Marketing teams – who must work together to establish revenue targets, pipeline coverage and shared visibility into results and gaps.

★ FEATHERWEIGHT FACT ★

79% of marketing leads never convert to closed business.¹

¹ MarketingSherpa ² Forrester ³ Venture beat ⁴ Corporate Executive Board ⁵ KPMG ⁶ CSO Insights

YOU NEED ORACLE SALES CLOUD.

How can Oracle Sales Cloud help?

Oracle Sales Cloud provides a new way of working that will help you to create a prizefighting pipeline. It offers:

- World-class marketing automation tools that allow your teams to apply advanced lead scoring models, determining – based on data – when a lead should be nurtured by Marketing or passed to Sales

The result? High-quality leads, delivered directly to sales reps, for a bigger pipeline and better win rates

- Social selling capabilities that your salespeople can use to easily send out personalized emails,

posts and messages using contents and templates designed and developed by Marketing

The result? Improved results when prospecting

- Deeper insight into prospects' interests and needs by capturing and profiling all interactions with every customer – learning and leveraging their 'digital body language'

The result? More constructive conversations



☆ SALES PRODUCTIVITY ☆

Any successful sales organization needs to regularly invest in locking in new talent, training them up, and tapping their productivity so they perform well and hit quota. But in an age where you're constantly expected to do more with less – less time, less money and less resource – how can you knock down some of this investment whilst building up a fighting-fit team?

A different kind of alignment

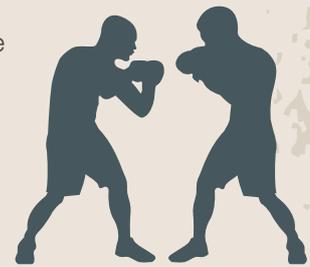
As well as facilitating collaboration between Sales and Marketing, you also need to align your sales teams' territories, quotas and compensation to get the best out of them and keep control.

In doing this, you'll be able to better plan and target prospects – putting your best people on the most important deals, and setting achievable goals based on real opportunities to keep the rest fighting for business.

Sparring with strategy

Your salespeople have their own quotas and personal ideas of success. But it's crucial that your entire organization is working towards one goal – pulling together and sharing information to sell well, strategically.

With 50%⁷ of the average sales team churning every two years, it's a good way to keep staff motivated; contribute towards their development; and ensure knowledge stays firmly where it should be: within your business



★ FEATHERWEIGHT FACT ★

24
months

It can take up to 24 months for the average sales rep to reach their quota.⁸

⁷ CSO Insights ⁸ Qvidien

Every detail. Every device.

It can feel like a hard job when you implement a sales solution, only for nobody to use it – or use it to its full potential. That's why, when you're making an investment, you need to be sure it's intuitive enough for everyone to take advantage of... and useful enough for anyone to see its benefits.

Your teams definitely don't want unnecessary administration, and cumbersome integration with different business functions. They want it to be easy to enter data into the system. They want anytime, anywhere access to its features and functions. They want to work on their terms, with the information and guidance they need to achieve their goals.

THEY WANT ORACLE SALES CLOUD.

How can Oracle Sales Cloud help?

Oracle Sales Cloud maximizes your revenue potential by providing:

- A fully integrated sales planning solution that includes Territory Management, Quota Management, Incentive Compensation and Sales Forecasting
The result? Sales leadership that supports your teams' success
- Deal collaboration and coaching, driving meaningful conversations on specific sales opportunities; offering instant access to sales resources and recommendations; and facilitating collaborative document editing to speed the creation of proposals, quotes and contracts.
The result? A sales organization with structure that contributes to your overall strategy
- Optimization for multiple devices, including smartphones and tablets – including automated data updates and voice commands – allowing sales teams and managers to easily access valuable analytic dashboards and reports, update sales forecasts, and work offline
The result? Teams that are able to sell more and faster – whenever, wherever – accessing the resources they need from one place for complete ease



- Integration with the world's leading cloud-based configure, price and quoting solution to dramatically reduce quote-to-order time, increase deal value and improve quote and order accuracy
The result? Accelerated up-selling and cross-selling



☆ SALES INTELLIGENCE ☆

Can you believe that 1 in 3 business leaders don't trust the information they use to make decisions, and that 50% of sales directors can't identify the most likely buyers of their products? Give uncertainty the one-two and start acting on actionable intelligence to guard your future.

WORK SMARTER, NOT HARDER

Sadly, many reps miss quote because they waste time on the wrong opportunities, or spend more time searching for information than selling.

They don't need to work harder – they need to work smarter – with integrated, managed, cleansed and valuable data that gives a 360-degree view of each and every customer.

Instant intelligence

Do your sales staff know which customers are most likely to close? By using predictive analytics, you can give them the information they need, exactly when they need it – enabling them to identify 'white space' opportunities and the next likely purchase, scoring these based on propensity to buy.

Get a grip

No doubt your sales teams are made up of a combination of top performers and could-do-betters. Wouldn't it be great if you could see how yours are getting on – as a whole and on an individual level – so that you could shape your forecast accordingly?

NOW YOU CAN... WITH ORACLE SALES CLOUD.

★ FEATHERWEIGHT FACT ★

1.6
x revenue

Companies that leverage advanced analytics typically see 1.6x revenue growth and a 2.5x stock price appreciation.

How can Oracle Sales Cloud help?

Oracle Sales Cloud gathers data from every aspect of your business and makes it meaningful, driving better decisions. It does this using:

- Built-in data-management tools that collate and clean information from ERP systems, back office systems, online behavior, social behavior and more to provide insight into buyers' interests and intentions... without the need for revenue-sapping research time

The result? Sales teams that are better prepared to offer customers value

- Real-time forecasting, which allows you to see changes as they happen and identify which sales teams need help – as well as providing powerful visualizations and an elegant tool to reshape forecasts at the swipe of a screen

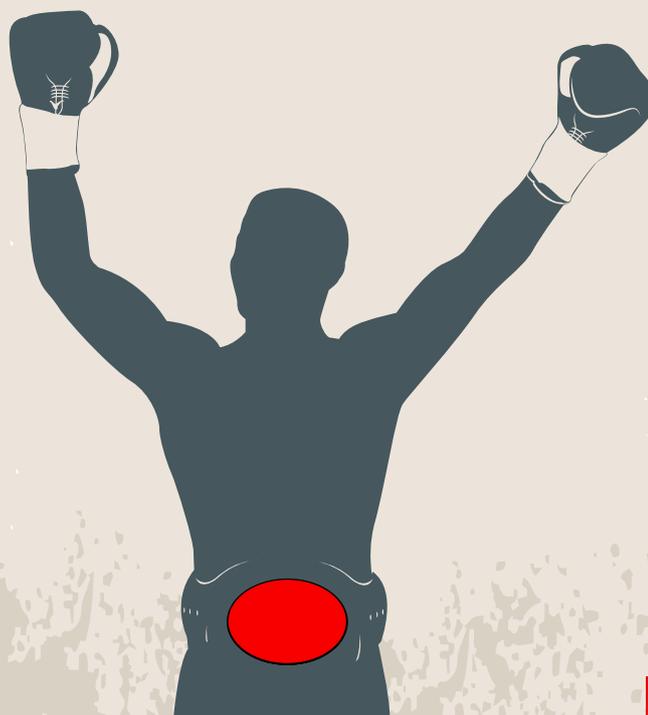
The result? Closer control of your team, and accurate awareness of your forecasts

- Embedded intelligence that mines your customer data and big data to create pertinent profiles, then delivering the right information to the right sales reps at the right time so they can target opportunities that are most likely to close

The result? More deals, faster-achieved quotas, and exceeded sales goals

Now you've learnt the ropes, why not get started with Oracle Sales Cloud?

For more information, visit oracle.com/salescloud.



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