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Essential Insights for Sales Success

Explore this package for key insights to make every customer interaction matter.

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Five things to know about the evolution of virtual selling

In the past year, buyers have grown accustomed to researching and completing purchases on their own. The pandemic accelerated the shift to digital selling channels—but hybrid customer experiences are here to stay. Here's why.

1. Omnichannel is the new normal

Buyers today hop between traditional, remote, and self-service sales channels constantly—but they still expect a smooth, seamless experience. This is why 83% of B2B leaders say omnichannel selling is a better way to secure new business.[1]

2. Buyers are becoming more self-sufficient

Just 17% of the purchase journey is spent with sales reps.[2] Fewer human interactions mean businesses need to simplify technology and take a data-first approach to meet self-service buyers' needs, improve sales efficiency, and mitigate risk.

3. Ecommerce is on the rise

Ecommerce is the most effective way to sell in B2B today.[1] Intuitive, self-service tools are necessary to account for the complexities of B2B sales and deliver meaningful digital commerce experiences across all channels.

4. Digital transformation is table stakes

By 2025, 80% of B2B sale interactions will be digital.[2] To stay relevant and continue closing deals, sellers must have a complete set of digital selling tools at their fingertips.

5. Disconnected data hurts your bottom line

Sellers need accurate data to prioritize leads effectively. Still, the majority waste time —and business' money—searching for the right customer data on at least three different applications.[3] When sellers can't access the information they need or don't trust its accuracy, guesswork determines their next best action.

[1] *"Omnichannel in B2B Sales: The New Normal in a Year That Has been Anything But," McKinsey & Company, 2021*
[2] *"Future of Sales 2025: Why B2B Sales Needs a Digital-First Approach," Smarter with Gartner*
[3] *"Getting Past the Breaking Point of Yesterday's CRM" Beagle Research Group L.L.C.*

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Top considerations when evaluating a CRM solution

A company's brand is the sum of every experience it delivers—so every touchpoint counts. The rise of digital buying and selling creates opportunities and risks when delivering those experiences. Here are three things to look for when choosing your next sales and commerce solution.

1. Unified data and processes

Delivering a consistent buying experience requires data and processes to work together seamlessly. Connect applications across your business to scale hybrid sales strategies and provide meaningful interactions everywhere buyers choose to engage.

2. Native AI across all applications

New digital and self-service experiences make customer buying signals even more complex. A CRM with built-in AI and advanced analytics helps sellers understand those signals and respond properly, so they can deliver relevant, seamless customer experiences.

3. A single platform supporting all revenue models

Consumer buying experiences have raised customer expectations across all industries and business models. A streamlined end-to-end selling strategy helps businesses deliver on expectations and build lasting customer relationships beyond the point of initial purchase. With a unified platform to support new revenue models, sellers can leverage enhanced visibility to uncover expansion and renewal opportunities.

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Three ways Oracle helps you engage the new B2B buyer

Today's B2B buyers want options beyond the traditional face-to-face experience. Here are three ways Oracle can help you maximize customer engagements across channels.

1. Make every interaction matter

With the most complete suite of modern selling solutions operating on a common data model, only Oracle creates a single customer view that spans across finance, operations, and customer experience. This allows you to seamlessly connect your business, leverage customer data to the fullest, and deliver personalized experiences that drive revenue.

AON

Aon replaced six Salesforce instances with a single Oracle solution, eliminating data silos and gaining visibility and customer insights to power better targeting and cross-selling.

2. Streamline your sales process with native AI and analytics

Built-in AI and advanced analytics require data from across your business to automate administrative tasks and provide guided seller experiences. When sellers have the intelligent insights they need, their productivity increases, and buyers get more value faster.

BROADCOM

Broadcom unified their sales strategy with Oracle's account prioritization and predictive analytics, reducing employee churn, which had been as high as 40%.

3. Increase customer satisfaction and retention

Oracle's robust, end-to-end solution supports mature selling scenarios and dynamic revenue models, helping you maintain meaningful customer relationships. Launch new business models, reduce complexity, and optimize your revenue streams while keeping your most valuable customers close.

edmunds

With Oracle, Edmunds streamlined value-driving initiatives, created new business opportunities, and reduced subscription processing time by connecting finance, operations, and CX.

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Three major benefits of simplifying sales

Sales and commerce are direct revenue drivers, so the tools and processes that support them deserve your full attention. Effectively simplifying and coordinating these functions will help you meet buyers' expectations and build lasting customer relationships. Here are three ways your business can expect to benefit.

1. Improve seller productivity

Oracle's unified platform makes it easy to access customer intelligence so your sellers can spend less time manually searching for information and more time selling. With streamlined sales and commerce technology to guide them through the sales process, sellers can focus on providing optimal buyer experiences.

2. Increase customer engagement and retention

A seamless purchase experience boosts buyer confidence and satisfaction. Intuitive tools help you connect with customers by providing personalized touchpoints and relevant content. Additionally, allowing customers to track and manage orders keeps them involved throughout the process.

3. Grow revenue

Connecting backend business applications with your digital sales channels helps you sell complex offerings accurately at scale. When armed with a complete view of your customer lifecycle, sellers really get to know their buyers and understand how to best engage with them to drive top-line growth.

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Five sales and commerce priorities for CIOs

Customers expect a smooth, personalized experience at every stage of their buying journey, forcing CIOs to re-evaluate the technology and applications that power each interaction. Here are five technical priorities to keep in mind for your sales and commerce solutions.

1. Power efficiency with a single customer view

Disconnected applications waste time and misplace data, preventing sellers from doing their best work. Deliver relevant and reliable buying experiences with a unified view of customer data across your business—all on common data model you can trust.

2. Remove the burden of integration

Choosing front- and back-office applications that are designed to work together keeps your tech infrastructure up to date so IT can focus on strategic initiatives rather than maintenance.

3. Provide a guided seller experience

Built-in AI and automation improve efficiency, reduce complexity, and maximize revenue. Help sellers deliver relevant customer experience and sell more with AI-powered guidance and intelligent recommendations.

4. Decrease costs

Better business doesn't mean bigger budgets. Connecting front- and back-office applications on a single platform simplifies your tech environment, elevates customer service, and saves operational costs.

5. Reduce risk

Risk takes many forms and may happen at any time. That's why security must be built into your applications instead of offered as an add-on feature. Protect your revenue, CX, and brand reputation by implementing secure solutions.