

# Building resilience through responsive selling

## The experience economy driving change with buyers and sellers

Our world is in constant motion, and this is depicted by changing tides brought on by internal and external factors. We know that today, buyers are paving their own buying paths, on their own terms and expect companies to know their business and needs as if they were their own. Covid-19 is only accelerating these changes that were already being depicted in the market.

Today, the experience of a brand provides it's customers is now as important as the actual product or service being delivered. As consumers, we've come to expect that our packages will arrive in hours, our rides in minutes, and the answer to any question we ask, in milliseconds.

**We call this the Experience Economy.**

To Thrive in these challenging times, leaders need to cultivate a braver, more resilient culture through adoption of a new responsive selling approach. This begins with the mastering of buying signals, and is strengthened through a new alliance between sellers and machines – one that provides sellers with the actionable intelligence they need to authentically engage.

Oracle is the fuel to accelerate your organization's digital transformation, empower sales reps to intelligently engage and take back control to stabilize and drive revenue in challenging times.

**Build Resilience with Oracle CX Sales.**

## New Challenges Created by the Experience Economy

In the Experience Economy, the relationship that a brand has with its customers is being transformed and further building the disconnect between buyer and seller.

**There are 3 primary challenges that are being felt.**

1

### Front office and Back Office Disconnect

There is a persistent disconnect between front and back office departments that impacts an organization as a whole. Data flowing downstream is inaccurate and causing inefficiencies in production.

2

### Unable to Read Buying Signals

Sellers not being empowered and unable to intelligently respond to buying signals. Sellers are afraid to risk damaging relationships by reaching out at the wrong time or with the wrong message

3

### Stagnant Sales

A big challenge that is being experienced is the volatile market that is directly correlated with growth and sales. Sales are stagnant and organizations are not seeing

# Our world has changed, and so have we

## How do we thrive in uncertainty? It's time to take a responsive selling approach

Humans are hardwired to view uncertainty as a risk, and everything we knew in our past lives have become uncertain. Life as we know it is risky right now – Market shares are dwindling, resources are reduced, people are stressed and individuals are becoming even more isolated. How do we as a society, thrive in a time of uncertainty? How do we cultivate, a braver, more resilient culture in the face of adversity?

These moments in time, bring to light that we will not simply be defined by our circumstances, but rather how we respond and overcome these challenging events. And it's time to take a Responsive Selling Approach.

If your business is not flexible enough to respond to customer needs as they arise, you will only see these challenges multiplying quarter after quarter and year over year. Sellers need to look at life through the same lens as their buyers. But how can they do that? Form an alliance with machines rooted in intelligent data.

### What if you could



#### Accelerate

your transformation to digital by unifying front and back office processes?



#### Empower

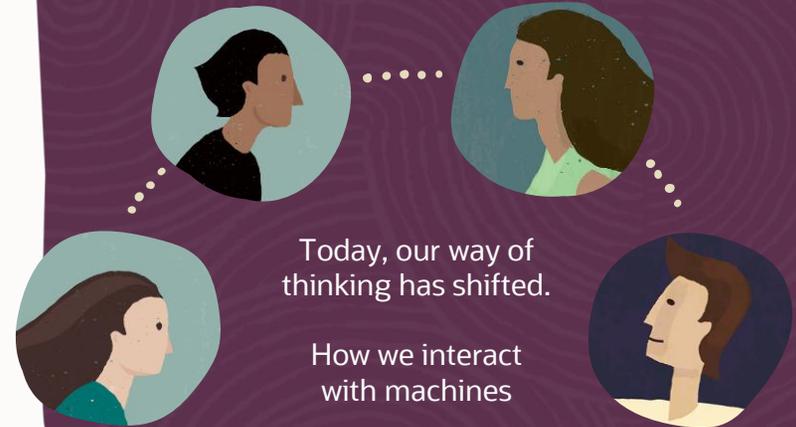
sellers by setting them up for success with actionable intelligent data?



#### Stabilize and Grow

more revenue through AI?

## How do you plant the seeds today...



Today, our way of thinking has shifted.

How we interact with machines

How we interact with one another

Organizations need to be flexible with customer needs



...to see growth tomorrow?

## Challenges Answered



Front Office  
Back Office  
Disconnect

Accelerate  
Front and Back  
Office Unity

Buying  
Signals

Empower  
Sales Reps

Stagnant  
Sales

Stabilize  
and Grow

Learn more about how Oracle can  
**Build your Resilience with CX Sales**

# The road through resilience builds success

## Unified sales across front and back office

We are experiencing a difficult time, all of us have been impacted. But we need to use our newfound agility and evolve with the era of the Experience Economy *and beyond*.

**What if you could accelerate your transformation to digital by unifying your front and back office process?** And thereby:

- Combine real-time data to fuel your enterprise planning tools, all on one common platform
- Improve efficiency and accuracy of sales proposals, quotes through connected customer information and data
- Drive growth through recurring revenue models that allow businesses to leverage existing back-end systems and process

In an organization, it's highly of value to make sure what is quoted on the front end is accurate. You don't want to slow down the flow of information going downstream, and you certainly don't want to quote a customer incorrectly. You also don't want to build something that is not correct and not of use.

**What if you could guarantee that sales order data feeding into your ERP was flawless?**

With **Oracle CPQ** as the bridge between the CRM and ERP systems, you can take advantage of a single point of truth for all sales channels including Direct Sales, Channel Sales, Ecommerce and others to ensure that successful orders comply with organization rules, are fully accurate and can be acted on quickly to reduce the time to actual revenue. Taking it a step further, if you want to integrate new business models, in the way of recurring revenue. **Oracle Subscription Management** sets your business up for great opportunity by way of new revenue streams. And while this opens you up to new paths of growth it also brings to life new challenges in terms of different variances and new consumption choices. But, with CPQ acting as your single source of truth, you're combining real time data, to enable businesses to address the increase in selling options that can be extremely complex to accommodate. The subscription service offer incorporates elements such as schedules, volumes, data ranges and any overage fees. This allows an organization to address thousands of consumption choices for the buyer that all have implications both on the front end and back end systems.

Things can get complex very quickly when you are mixing consumption choices and complex products and services, but with a CPQ and Subscription Management model, you're able to harness the power of recurring revenue of complex products and services. All while your ERP and financial system will be clean and up to date with all the data you need to keep your organization healthy.



# The road through resilience builds success

## It's time to take a responsive selling approach

Oracle understands that there is a growing disconnect between sellers and buyers. Decision are driven by emotions which are guided by thoughts, triggers and responses. Oracle empowers businesses with connected front and back office data that is clean and complete. This data is used to empower sellers as sales leaders are now able to leverage accurate real-time data to set motivating territories, right-sized quotas and forecast to the future.

Oracle offers a way to empower sellers with motivating territories and right-sized quotas through clean, connected and actionable intelligent data, in order to gain:

- Clean, complete, and de-duped data across connected front and back office applications
- A Golden Master Record that enables accurate sales planning
- Flexible tools for managing and setting motivating territories and right-sized quotas

When operating in the Experience Economy, changes in the market and customer expectations are rapid and constant. Business strategies will change and businesses will need to adopt new paths to stabilize and grow revenue.

### What if you stabilize and grow through AI and gain:

- Accurate data that results in accurate quoting, account enrichment and increased CRM adoption
- Streamlined sales processes through account prioritization, guided selling and accelerated deals and workflows
- Intelligent engagement through AI enhancements via smart talking points, to further empower reps to become trusted advisors

### On average 52% of company CRM data is inaccurate. How much of this inaccuracy is hindering your stabilization and growth?

- What does accurate data mean for your organization's stabilization and growth?
- Giving you the ability to enrich accounts with information to aid the understanding of an account.
- Leverage 100% accurate quotes to send to your customers and prospects
- Access to win probability to quickly manage proposals and better forecasting

### What if you could streamline sales processes to stabilize and grow?

- Find and prioritize target accounts to reduce sales reps research time and spend more time selling into the accounts that matter
- Facilitate easier onboarding of reps and introduction of new products with guided selling

To thrive in these challenging times, leaders need to cultivate a braver, more resilient culture through adoption of a new responsive selling approach. This begins with the mastering of buying signals, and is strengthened through a human and machine alliance – one that provides sellers with actionable intelligence they need to authentically engage.

## Ask Yourself...

**On average 52%** of company CRM data is inaccurate, how much is this inaccuracy costing you?



How much time do your reps waste assembling to-do lists, searching for records, researching prospects and updating CRM records?



How long does it take for your reps to build quotes and proposals?



Do you support new forms of business models, such as recurring revenue?



*Learn more about how Oracle can  
Build your Resilience with CX Sales*



# Build your resilience with Oracle CX sales

## Sellers must view life through the buyer lens

Rely on validated, true intelligence  
Understand buying signals  
Adjust in real-time

Building Resilience in the time of uncertainty through Responsive Selling



Accelerate



Empower



Stabilize and Grow

Oracle is the fuel to accelerate digital transformation, empower sales teams and take back control to stabilize and drive revenue in challenging time.

### Customer Success

“Our sales teams now spend more time understanding business requirements and helping our customers protect their employees and capital investments.”

“Oracle SPM enabled us to make commission payments by the 2<sup>nd</sup> pay period after quarter close.”

“Our reputation depends on prompt payment. Thanks to Oracle, we can meet payment deadlines, enhancing our competitive edge.”

## Results from Real Customers

### AON

Consolidated 6 Salesforce instances and streamlined operations by leveraging a pre-integrated, single vendor solution.

Gained visibility within and across departments along with deep customer insights for better targeting and cross selling, by eliminating data silos with robust analytics and reporting.

### Broadcom

Integrated 20+ applications; migrated 30K contracts, 200K customers, created 13K new customers within CX – on time and within budget

Deployed CX Sales + CPQ to gain an end-to-end view of Broadcom customers

Contact your Oracle Sales Representative to learn more about **Responsive Selling**

