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How To Drive Revenue With A Modern Sales Cloud

Sales teams have invested heavily in process engineering, training and automation. Even so, many still have a long way to go in consistently hitting sales targets and maximizing productivity.

The percentage of sales reps who make quota and the win rate of forecasted sales opportunities are too low in many companies, while time spent chasing the wrong opportunities and non-selling activities is too high. Why? A recent study by CSO Insights found that adoption of sales automation remains surprisingly low and that even the most well known sales solutions fail to deliver on their promise.

At the same time, the world of selling has changed, fueled by a dramatic shift in the way customers research and buy products and by social media, mobile devices and cloud technology. Buyers now research more before engaging a sales professional, rely more on their peers and networks than vendors, are better informed, and have higher expectations. In fact, studies report that 60% of the buying cycle has occurred before buyers engage a salesperson. And when those interactions do take place, customers expect salespeople to really know them and their needs.

In this new world, old models of selling and outdated tools are ineffective. What sales organizations need are modern selling practices and solutions that deliver the outcomes they seek.

ENGAGE EARLIER AND DEEPER WITH SOCIAL SELLING

Most salespeople need to change how and when they engage "empowered" customers. With so much information available online, your sales team needs to provide prospective buyers with insights and value beyond what they can get on their own. The modern sales professional must engage customers and prospects with the right content at the right time.

To do that, your sales team needs to become adept at social selling, which involves researching, networking, and relationship building so they can "be where the buyers are." To earn trust, the modern sales professional must share content that is useful, insightful, informative, sometimes "edu-taining," and of value to the prospect, regardless of whether he actually buys your products or not. To pull that off, the modern sales professional requires much better access to insights on things such as the current stage of the buying process and what information prospects have already collected.

SHIFT TO A MODERN, SMARTER SELLING SOLUTION YOUR REPS WILL ACTUALLY USE

Oracle Sales Cloud is designed to address the challenges of modern selling and allow sales reps to sell more and managers to know more so that your company can grow revenue faster. It gives managers the tools they need to proactively pursue sales goals, understand customers, manage sales channels, and optimize coverage.

Equip Your Team to Sell Anytime, Anywhere

To realize the full promise of sales automation, sales reps must use the system. That is best accomplished by reducing the amount of work required to get data into the system, increasing the value they get out of the system, and by providing anytime, anywhere access to the system's capabilities from mobile devices.

Oracle Sales Cloud achieves these objectives and improves user adoption in part, through an intuitive interface that's optimized for multiple devices including smartphones and tablets, and delivers unsurpassed ease of use. Unlike other mobile sales solutions, Oracle Sales Cloud allows sales teams and managers to access valuable analytic dashboards and reports, update sales forecasts, and work offline.

Oracle Sales Cloud also reduces the time and effort required to complete the most common tasks through capabilities such as automated data updates and voice commands. It seamlessly integrates with the world's leading cloud-based configure, price, and quoting solution to dramatically reduce quote-to-order time, increase deal value through better up-selling and cross-selling, and improve quote and order accuracy. Your sales team will be equipped to sell more and sell faster—anytime, anywhere.

Enable Better Deal Collaboration and Coaching

The best sales reps know how to leverage an organization's top performers to win deals. Oracle Sales Cloud supports coaching and collaboration so that sales teams can work together to become much more effective.

Unlike other sales collaboration products, Oracle Sales Cloud supports meaningful conversations on specific sales opportunities, not just random chatter. It offers instant access to sales resources and recommendations, and collaborative document editing to speed the creation of proposals, quotes, and contracts.

*Firms employing collaboration outpace their non-collaborating peers by **2:1** in both initial meetings leading to a presentation & proposals leading to a sale. Sales coaching can help increase average revenue per sales rep by **25%** and average deal size by **70%**.*

Sell Smarter Using Predictive Analytics

Too many reps miss their quotas because they waste time on the wrong opportunities or searching for information, and not enough time selling. Oracle Sales Cloud helps overcome these obstacles by enabling sales teams to work smarter.

It has built-in tools for integrating, managing, and cleansing valuable customer data—including online and social behavior—service data, marketing

*CSO Insights reports sales teams with mobile and social access increased productivity by **26.4%**.*

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interactions, and data from ERP and back office systems. These capabilities support a 360-degree customer view and provide insights into buyers' interests and intentions, while reducing the time and effort spent on research—all of which helps sales teams be better prepared to offer customers value.

Oracle Sales Cloud also includes embedded intelligence that tells sales reps what they need to know, when they need to know it. It does that using predictive analytics to mine your customer data/big data and intelligently profile the customer base, identify "white space" opportunities and the next likely purchase, and score those opportunities based on propensity to buy. By targeting opportunities that are most likely to close, sales reps can win more deals, achieve quota faster, and help the organization meet and exceed its sales goals.

Optimize Your Territories and Incent the Right Behavior

No matter how good your company's sales team is, hitting their target will be a challenge if you cannot align territories, quotas, and compensation to drive desired behaviors and performance. Despite the strategic importance of these factors, many sales executives struggle with manual processes and siloed systems that contribute to poor outcomes.

But it doesn't have to be that way. Oracle Sales Cloud maximizes revenue potential by providing a fully integrated sales planning solution that includes Territory Management, Quota Management, Incentive Compensation, and Sales Forecasting. It helps sales managers plan and target resources most effectively, putting the best people on the most important deals. It allows you to manage quota and incentive compensation so you can set achievable goals based on real opportunities in a

territory. Oracle Sales Cloud also supports mobile analytics, so you can act on key opportunities and threats faster.

Modernize Forecasting

Delivering reliable, accurate sales forecasts is expected of every sales professional. Yet, only 3% of companies say forecasts are always accurate and, in a survey of over 3,800 organizations worldwide, the win rate of forecasted opportunities was only 46%.

Oracle Sales Cloud helps companies hit their sales targets more consistently through state-of-the-art analytics and sales forecasting capabilities. Those include key performance indicators in role-based dashboards that provide visibility into customers, the sales pipeline, and opportunities, as well as the ability to drill into the details, understand the issues, and take action.

Oracle Sales Clouds shows how your sales teams are performing and, closely related to that information, how you need to shape your forecast. Real-time forecasting allows you to see changes as they happen and identify which sales teams need help. And, Oracle Sales Cloud provides powerful visualizations and an elegant, unique tool to see and reshape forecasts on an iPad.

Get More Help from Marketing and Partners

Finally, sales and marketing need to be aligned and working together more closely than ever. Oracle is uniquely positioned to bring these disciplines together in a tightly integrated way through world-class marketing automation capabilities that tie into Oracle Sales Cloud.

This allows sales and marketing to establish alignment around revenue targets

*Companies that embrace modern sales performance management strategies and solutions enjoy significant benefits: **20%** increase in revenues, **15%** increase in close rates and **75%** increase in average deal size according to research from leading analyst firms.*

and pipeline coverage and shared visibility into results and gaps.

Oracle lets sales and marketing apply advanced lead scoring models to determine when a lead should be nurtured by marketing and when it should be passed along to sales. This helps put the highest quality leads right in front of sales reps so that they can grow their pipeline and improve win rates.

Oracle Sales Cloud gives sales reps deeper insight into and knowledge of a prospect's interests and needs. It does this by capturing and profiling all interactions with a customer, including their online and social behavior, what they downloaded, which offers they responded to – what Oracle calls their "digital body language." These insights, lead to more effective conversations with customers.

Finally, Oracle Sales Cloud enables "social selling," where salespeople send out personalized emails, social posts, and messages using templates and content created by marketing. The result is that your reps will get better results with prospecting. ◾

About Oracle Sales Cloud
Oracle Sales Cloud addresses the challenges of modern selling by letting your reps sell more and your managers know more, so your company can grow revenue faster. It is part of Oracle's Customer Experience portfolio, which helps organizations deliver unsurpassed experiences to customers and prospects. Oracle is committed to helping you and your sales teams succeed.

Learn more about Oracle Sales Cloud: Visit **www.oracle.com/salescloud** and watch demos at **www.youtube.com/oraclesalescloud**

*Independent research from CSO Insights report that organizations that use customer data and analytics enjoy better results: **15%** higher close rates of forecast opportunities; **20%** more reps meeting or exceeding quota and **34%** lower sales-rep turnover.*