Increasing Sales Revenue Using the Cloud

Five Ways to Work Smart and #SellSmarter

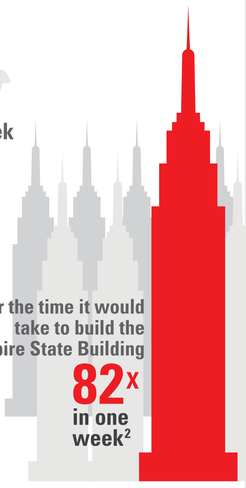
DID YOU KNOW?

An average salesperson spends their time on:

24 hours wasted per week per sales rep

For the US salesforce of **24 million**, that is **576 million hours wasted**[1]

or the time it would take to build the Empire State Building **82x** in one week[2]



What's more, only **16%** of sales reps are well prepared to have a conversation with a buyer.[3]

BIG OR SMALL SALESFORCE, YOU CAN'T AFFORD TO WASTE TIME OR TALENT

Here Are Five Tips to Connect and Empower Your Sales Team

TIP 1

ELIMINATE E-MAIL AND CONTENT SEARCH ISSUES with social- and mobile-enabled cloud content collaboration.

E-mail and search consume **47%** of work week.[4]

TIP 2

AUTOMATE SALES PROCESSES AND DRIVE DECISIONS ON THE GO with cloud-based process automation.

Sales reps spend **12%** of their time on order processing.

TIP 3

BUILD SALES-DRIVEN COMMUNITY MICROSITES for just-in-time access to deal-specific experts, discussions, content, and resources.

Best-in-class companies are **81%** more likely to provide real-time deal coaching.[6]

TIP 4

OPTIMIZE CRM USE by bringing CRM customer data to deal microsite or driving deal sites, processes, conversations, and content into CRM.

SALES QUOTA WITH CRM

Integrating CRM increases team attainment by **32%**.[7]

TIP 5

CREATE BIDIRECTIONAL CUSTOMER ENGAGEMENT by tracking customer engagement analytics and driving the customer community site.

Online customer communities increase revenue by **19%**.[8]

DRIVE BETTER SALES RESULTS WITH THE CLOUD

Content and Social Engagement

Drive sales content management in a secure cloud; keep conversations in context; and enjoy curated content access, presentation, sharing, and analytics 24/7 across the web, mobile, and desktop.

Business Automation

Drive sales orders, RFPs, and contracts; streamline approval processes anytime, anywhere—even on mobile; and enable self-service and process automation.

Collaboration and Communities

Build and manage your own community sites to drive deal-based collaboration, triage and speed responses with experts, and leverage customer community and training sites for long-term engagement.

All social- and mobile-enabled, all connected together and to your CRM and current sales infrastructure.

ONLY ORACLE CLOUD SOLUTIONS DO IT ALL

- Enable real-time social collaboration and business automation across the web, mobile, and desktop for sales agility and productivity
- Leverage existing investments in CRM and content management for a complete customer picture
- Drive secure, meaningful engagement internally and externally for best sales results

Learn more at oracle.com/digitalcollaboration

Join our conversation

[1] "Salespeople Spend Less Than Half Their Day Selling," blog.hubspot.com/sales/salespeople-spend-less-than-half-day-selling-data, McKinsey Global Institute, July 2014.
[2] "Empire State Building Fast Facts," cnn.com/2013/07/11/us/empire-state-building-fast-facts/, CNN, July 2015.
[3] "Sales Enablement and the Year of the Sales Rep," IDC, 2013.
[4] "The Social Economy: Unlocking Value and Productivity Through Social Technologies," mckinsey.com/insights/high_tech_telecoms_internet/the_social_economy, McKinsey Global Institute, July 2012.
[5] "How Sales Reps Spend Their Time," paceproductivity.com/files/How_Sales_Reps_Spend_Their_Time.pdf, Pace Productivity, Inc., July 2013.
[6] "Motivate, Incent, Compensate, Enable: Sale Performance Management Best Practices," anaplan.com/wp-content/uploads/2013/09/Aberdeen-Group-Motivate-Incent-Compensate-Enable.pdf, Aberdeen Group, January 2013
[7] "CRM + Sales Enablement: Creating a Library of Success," aberdeen.com/research/9962/KB-CRM-sales-enablement.aspx/content.aspx, Aberdeen Group, February 2015.
[8] "How Online Customer Communities Can Increase Revenue by 19 Percent," blog.socious.com/bid/56237/How-Online-Customer-Communities-Can-Increase-Revenue-By-19-Research, University of Michigan Study, 2012.

Copyright © 2015, Oracle and/or its affiliates. All rights reserved. Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.
IDY100486749151207

ORACLE