

Modern Sales in the Cloud

In the Era of the Empowered Customer

ORACLE®

Today's Sales Landscape



45% of enterprise-level buying decisions are made before your buyer says “hello” to your sales rep¹



60% of sellers lack a strong understanding of their differentiation vs. competitors²

The Empowered Customer

Your customer has changed. Today's empowered customers seamlessly shift from one channel and one device to the next while engaging with your company. They are well-informed of your brand and offerings far in advance of their first sales engagement.

As your other customers share opinions about your brand on social media, they act as advocates or dissenters with more purchase influence than your sales teams. Given the amount of information they gather and the extent they've been influenced, it's not surprising that empowered customers often have made up their minds before they are contacted by a sales rep.

Modern Sales in the Cloud

Modern sales organizations recognize the impact the empowered customer makes and the strategic changes necessary to sustain and grow their business. They engage the customer earlier and smarter - closing more deals more often. They employ Modern Sales - a set of principles for building the best sales team, empowering reps with the proper processes, tools, resources, and measuring reps' impact on corporate sales goals. Modern Sales is:

Fast and Easy
Mobile and Productive
Insight Driven
Collaborative
Pipeline Building

Oracle Sales Cloud helps ensure successful execution of your sales goals. Oracle helps sales reps sell more and managers know more. Also, with the backing of the cloud, your modern sales strategies will be agile, empowering your organization to grow more.

Fast and Easy

Easy to use, easy to deploy, easy to change.

It doesn't matter how good you think your sales automation systems are if sales reps are unwilling to use them. Instead, they can waste precious time using spreadsheets and dealing with manual processes. Modern user experience (UX), has an intuitive design for sales reps - leading to surges in end user adoption.

With no training required, social networking support, and easy access - anywhere and on any device, Oracle Sales Cloud is tailored for the modern sales force.

Sales managers appreciate the streamlined processes, efficiency gains and cost savings that pre-built integrations, easy configurations and rapid deployments bring. Also, because it is built in the cloud, you can better prepare for changing business models and growth.



44% reported user adoption as a key reason for failure of CRM initiative³



53% of survey respondents still using spreadsheets; they believe that automation is the key – the first step⁴



"I don't know if using Oracle Sales Cloud could get any easier. For our initial users it has been an easy adoption. It's almost as easy as using a consumer app."

—Molly Anderson, **Director of Marketing Communications, Chiro One Wellness Centers**



“Reps are excited about the fact that they can deal with this on their Blackberry, iPhone, iPad and they are still working the same, single, 360 degree view of the customer.”

—Carlos Navarro, **President Latin America, Elavon**



76% of CSOs perceive that mobile CRM improves performance; but less than 1/2 have a formal mobile device policy⁵



37% of reps' time is spent selling⁶

Mobile and Productive

Complete mobility drives sales results.

Now that "Bring-Your-Own-Device" is a common, legitimate, and welcomed strategy, sales teams work with a variety of mobile phones and tablets. These devices have liberated modern sales reps who can spend as much as 50 percent of their time on the road. But unless their device can be used for pricing, quoting, and contracts – unless it can help them update forecasts, pipelines and account information - unless it can deliver actionable insights - it might as well be a notepad.

By empowering the modern, mobile sales force, Oracle Sales Cloud increases productivity and drives sales results. Sales reps can improve deal velocity wherever they are by generating accurate pricing, quoting and contracts. The opportunity pipeline updates automatically as they change their quote. Sales managers can easily identify issues with pipelines and forecasts on tablets or mobile phones - and take immediate action. Executives benefit from having real-time customer information at their fingertips. Reps can sell more. No lost time; no lost money.

“With our recent adoption of the Oracle Sales Cloud, we have a new level of insight to our customers that is now a key portion of our business, customer experience and sales strategy.”

—Noppagarn Luangamornlert, **Deputy Managing Director, City Walk**





70% of businesses lack strategy to create a single customer view⁷



Best-in-class companies use customer analytics 20% more than all others⁸



Insight Driven

Powerful analytics optimize performance.

Data can hold the key to growing your pipeline, increasing wallet-share and building customer loyalty. But data are only as good as the timely, actionable, intelligence they can offer.

Oracle Sales Cloud embeds analytics about customer, pipeline and revenue forecasts to help you understand variability and risks, and act on opportunities as soon as they arise. Sales reps can improve forecasting accuracy, and identify the optimal cross-sell/ upsell opportunities. Sales managers can gauge sales performance and identify areas of improvement - selecting from various "what-if" scenarios to make the best decision. Executives can analyze demand and customer trends - and be able to make business decisions with agility. They can align resources with quotas, territories and incentives, optimizing the sales organization for growth.

Collaborative

Coaching and social collaboration drive productivity.

Sales leaders have learned that internal collaboration can improve sales performance. But the ability to empower a collaborative sales force remains elusive for many organizations. Without a forum for collaboration, best sales practices and shared insights are lost.

With social networking capabilities, Oracle Sales Cloud helps account teams collaborate with their extended sales teams and subject matter experts to leverage best practices from across the organization. They can even connect with colleagues from other departments such as contracts, quoting and pricing. With powerful sales coaching capabilities as well as collaboration support, deal velocity increases as does quota attainment.



Companies using enterprise social collaboration have 2½ times higher YoY sales quota attainment than non-collaborators⁹



Firms employing collaboration outpace their non-collaborating peers by 2:1 in both initial meetings leading to a presentation & proposals leading to a sale¹⁰

"Oracle Sales Cloud enabled us to consolidate various data repositories into a single source of truth, which optimized sales and marketing and reduced the total cost of ownership."

—Gregor Bublitz, **Co-Founder, EC4U Expert Consulting AG**





37% of sales reps still miss quota¹¹



Over 57% of CSOs rate ability to incubate leads as a major concern¹²

Pipeline Building

Modern selling tools drive demand.

By the time empowered customers speak to a sales rep, they have an ample amount of information gleaned from a variety of sources including from online and social channels. This creates a challenge for the sales rep who will likely have very little influence with the customer this late in the decision-making process. Modern sales reps partner with the marketing organization to share insights, understand customers' online behavior, and engage customers earlier in the sales cycle.

Oracle Sales Cloud enables better alignment between sales and marketing - so that sales reps can get a complete view of customer demand as it moves down the funnel. They can run their own campaigns to nurture customer intimacy. Because Oracle Sales Cloud is tightly integrated with Oracle Marketing Cloud, sales can benefit from insights such as the customer's digital body language which turns the marketing-to-sales handoff into a qualified introduction with solid insight for sales.





"We were very impressed with the deep insights into sales planning and sales performance management provided by Oracle Sales Cloud. These insights will not only help our sales team sell smarter, but also support our overall growth by increasing forecast and pipeline visibility and enabling us to deliver outstanding customer experience."

—David Barrett, **Founder and CEO, Expensify**

Conclusion

Modern Sales has adapted its strategies, processes, tools and resources in response to the changing demands of the empowered customer. These strategies must be nimble, so Modern Sales relies on cloud solutions to provide the best support for a changing and growing business. To increase sales and optimize efficiency, Modern Sales requires fast and easy tools, mobile productivity, insightful and collaborative selling, and aggressive pipeline creation.

Oracle Sales Cloud empowers Modern Sales - helping your sales reps sell more, your managers know more, and your company grow more.

Learn more at:

www.oracle.com/salescloud

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1. IDC Sales Enablement Overview Guidance for 2013
 2. Bain Future of Sales Survey 2013
 3. How To Succeed With CRM: The Critical Success Factors, Part 3 2013
 4. 2013 Strategic Sales Compensation Survey, Deloitte 2013
 5. Accenture's Top-Five Focus Areas for Improving Sales Effectiveness Initiatives 2013
 6. CSO Insights 2013 Sales Performance Optimization
 7. Aberdeen: State of the CEM Market 2014
 8. *ibid*
 9. Aberdeen Enterprise Social Collaboration: A Collaborators' Advantage 2013
 10. Aberdeen: Deal Management Mobilized 2013
 11. CSO Insights 2013 Sales Performance Optimization
 12. *ibid*



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Hardware and Software, Engineered to Work Together