

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

or the time it would take to build the Empire State Building

82x in one week²

For the US salesforce of 24 million, that is **576 million** hours wasted¹

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.



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



¹Salespeople Spend Less Than Half Their Day Selling," blog.hubspot.com/sales/salespeople-spend-less-than-half-day-selling-data, McKinsey Global Institute, July 2014.

²Empire State Building Fast Facts," cnn.com/2013/07/11/us/empire-state-building-fast-facts/, CNN, July 2015.

³Sales Enablement and the Year of the Sales Rep," IDC, 2013.

⁴The Social Economy: Unlocking Value and Productivity Through Social Technologies," mckinsey.com/insights/high_tech_telecoms_internet/the_social_economy, McKinsey Global Institute, July 2012.

⁵How Sales Reps Spend Their Time," paceproductivity.com/files/How_Sales_Reps_Spend_Their_Time.pdf, Pace Productivity, Inc., July 2013.

⁶Motivate, 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

⁷CRM + Sales Enablement: Creating a Library of Success," aberdeem.com/research/9962/KB-CRM-sales-enablement.aspx/content.aspx, Aberdeen Group, February 2015.

⁸How Online Customer Communities Can Increase Revenue by 19 Percent," blog.sociuous.com/bid/56237/How-Online-Customer-Communities-Can-Increase-Revenue-By-19-Research, University of Michigan Study, 2012.