# Increasing Sales Revenue Using the Cloud

# Five Ways to Work Smart and **#SellSmarter**

#### **DID YOU KNOW?** An average salesperson spends their time on: hours wasted per week per sales rep **Selling** Searches 19% or the time it would take to build the Communication **Empire State Building**

For the US salesforce of **24 million**, that is hours wasted<sup>1</sup>

week<sup>2</sup>

What's more, only

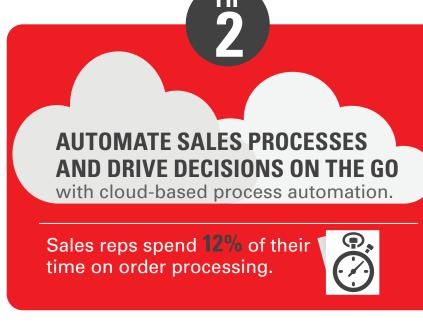
of sales reps are well prepared to have a conversation with a buyer.<sup>3</sup>



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

#### Here Are Five Tips to Connect and Empower Your Sales Team









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





CREATE BIDIRECTIONAL CUSTOMER

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

**ENGAGEMENT** 



#### **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.

Compensate-Enable.pdf, Aberdeen Group, January 2013



# **Business Automation**

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



# **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. <sup>2</sup>"Empire State Building Fast Facts," cnn.com/2013/07/11/us/empire-state-building-fast-facts/, CNN, July 2015. <sup>3</sup>"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. <sup>5</sup>"How Sales Reps Spend Their Time," paceproductivity.com/files/How\_Sales\_Reps\_Spend\_Their\_Time.pdf, Pace Productivity, Inc., July 2013. <sup>5</sup>"Motivate, Incent, Compensate, Enable: Sale Performance Management Best Practices," anaplan.com/wp-content/uploads/2013/09/Aberdeen-Group-Motivate-Incent-

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.

