ORACLE®
APPLICATIONS

ORACLE SOCIAL SELLING

A fully integrated solution that offers the power of social to your sales team, Oracle Social Selling includes

- Oracle Social Relationship Management

- Oracle Fusion Customer Relationship Management

- Siebel Customer Relationship Management

- Oracle CRM On Demand

DO YOU KNOW SOCIAL?

- Social programs remain a top priority, with 76 percent of retailers planning to use Facebook for "social commerce" initiatives.

- Beyond Facebook, 43 percent of retailers are continuing to answer the demand for social programs such as enhanced user reviews and communities.

- 68 percent of top performers indicated that social media had "influenced or been a source of closed opportunities in the past 12 months."

Superior Customer Experiences and Better Sales Results with an Integrated Social Selling Solution

Is leveraging social technologies a good investment for your sales team? That depends. Does your team want to increase sales and deliver a better experience for customers?

Customers Talk

Your customers are talking—about the market and about your brands and products. They talk to other customers, to prospective customers, and to your competition. If you listen, you can become part of the conversation by offering them the kind of customer experience that will keep them coming back and keep your sales numbers on the rise.

The role of social media as a selling channel has grown and changed significantly in the past few years. Today's deluge of social media has made it standard operating procedure to know more about the consumer than ever before—even your customers expect it.

But where do you find an available, accessible social selling solution that can help your sales team with the challenges of selling in today's changing social landscape?

The Challenges of Selling with Social

Savvy salespeople know what they're up against, so when it comes to investing in applications to help them leverage social media, their expectations are clear. They need a social selling solution that can help them

- **Know more about their customers.** Consumers are generating a lot of data about themselves—buying habits and brand preferences, for example. A huge amount of information about your current and prospective customers is available in cyberspace, and your sales team can use that information—key behaviors, strengths, and weaknesses—to understand prospects from the "outside in." The team can also use the data to analyze the competitive landscape and proactively present customers with buying opportunities specifically aligned to their individual requirements.

- **Generate sales leads.** Your sales team should be able to generate leads and even reduce the duration of the sales cycle with the information you collect from social media. The information is there, but unless you can use the data to generate leads, much of the data is wasted and prospective customers receive poor follow-up or no response at all. However, with the right tools, the data becomes an invaluable resource and can actually increase sales opportunities.

- **Collaborate with coworkers and colleagues.** On a personal level, the advent of social has made it easy to keep up with friends and family, so why can't a social selling solution make it just as easy to collaborate with coworkers and colleagues? Inside the business, sales groups need solutions that help them communicate; share information within the team; and coordinate with other organizations, including marketing and customer support. Outside the company, the sales team needs to track and stay current with sales and prospects, customers, and partner channels.

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THE VERY BEST IN CUSTOMER EXPERIENCE

Delivering great customer experiences should be a top goal for your organization—one that can set you apart from your competition and create loyal customers.

Oracle Social Relationship Management is part of the Oracle customer experience (CX) suite of applications that lets you reach out to your customers on social media (their communication channel of choice) and give them a great customer experience across the entire enterprise (including sales, customer service, marketing, and commerce) and across all customer touchpoints (Web, mobile, social, call centers, and point-of-sale).

GET SOCIAL

- Engage: facebook.com/OracleSocial
- Think Ahead: blogs.oracle.com/ socialspotlight/
- Tweet: twitter.com/oraclesocial
- Watch: http://www.youtube.com/ oraclesocial

Putting Social to Work for Sales

Perhaps your business already tracks friends on a fan page (or some other presence on Facebook). Maybe members of your sales team tweet and check for leads on LinkedIn. You're moving in the right direction, but have you looked beyond the Likes to see how social can help you generate more-qualified leads and grow your sales numbers?

Oracle Social Selling combines best-of-breed Oracle products to help you gather information, funnel it into a customer relationship management (CRM) system, and use it to address your sales challenges. For example, Oracle Social Engagement and Monitoring Cloud Service (part of Oracle Social Relationship Management) looks at posts on Facebook, Twitter, YouTube, LinkedIn, blogs, and other social networks and digests them into analytics that can help you better understand your customers. You can get leads faster, close deals sooner, and decrease the amount of time you spend in qualifying leads in the early stages of the sales cycle.

With Oracle Social Selling, your sales team can

- Filter out noisy chatter to see relevant social conversations
- Highlight the effectiveness of recent sales and marketing activities, including what was effective and what was not
- Track key performance indicators
- Use social media to encourage and reward prospective customers
- Encourage customers to share experiences with their own social network to generate more interest in your brands

The products in Oracle Social Selling are integrated with other Oracle software and use industry open standards, so you can, for example, use Oracle Social Relationship Management with third-party CRM and sales solutions.

Across Sales and Throughout the Enterprise

Some vendors of social media applications insist that social is a marketing activity, so they offer only a marketing application. But ask your salespeople—they know that the benefits of social aren't limited to marketing. They know that social provides a critical part of a customer's experience with your brand, and they know that social's influence is growing.

With Oracle Social Selling, the benefits of social can be realized by lines of business across the enterprise because the solution is integrated throughout the technology stack. With this level of integration, the sales team can take advantage of the combined resources of the enterprise to

- Enable collaborative conversations about an opportunity or lead
- Invite key members of the organization (across multiple lines of business when appropriate) to participate in the conversation
- Share successes and tactics from previous, relevant sales cycles
- Capture meeting notes and share opinions
- Share sales collateral and relevant presentations

And, because Oracle offers integrated social solutions for commerce, customer service, and marketing—as well as sales—there's no need to go anywhere else for your social solutions.

CONTACT US

For more information on Oracle Social Selling, visit oracle.com/social.

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