

Oracle CRM On Demand Best Practice: Replicate Your Most Successful Salesperson

Replicate sales success by cloning the processes used by star salespeople throughout your organization

Companies of all sizes grapple with common sales effectiveness issues. Inconsistent sales processes, lack of access to the right information, low sales productivity, and a lack of actionable insight all hinder a company's ability to maximize revenues and profits. This brief describes how companies can improve sales effectiveness by replicating the winning sales processes used by their star salespeople.

Successful CRM strategies improve sales effectiveness

Incorporate proven sales best practices into CRM strategies that address a company's:

- **People** – by putting programs in place to train salespeople and ensure user adoption of technologies and processes;
- **Process** - by implementing consistent business processes such as sales methodologies
- **Technology** – by arming salespeople with easy-to-use tools to execute business processes

The Sales Effectiveness Challenge

Sales effectiveness is a key item on the agendas of sales executives today. In its 2006 survey of 1275 companies worldwide, CSO Insights found that increasing sales effectiveness was ranked by sales executives as one of their top three business objectives. These executives also viewed sales effectiveness as a key driver of increased revenues and market share.

In contrast to sales efficiency, on which sales managers traditionally focus their attentions, improving sales effectiveness requires companies to take a more comprehensive view of sales, focusing their efforts on people, processes, technology, and most importantly best practices.

Focus on How You Sell, Not What You Sell

Companies today need to differentiate themselves by focusing on *how* they sell, not *what* they sell. Customer relationship management (CRM) can play a pivotal role in achieving that differentiation. A successful CRM strategy can improve sales effectiveness, especially when it incorporates sales best practices that reflect proven sales success.

Replicate Sales Success

Making all of your salespeople perform like your top salespeople is a CRM best practice that can directly affect your bottom line. Achieving this success is a two-part process. First, companies need to identify and document the behaviors and techniques that star salespeople employ. Based on this information, organizations can define a common sales methodology to implement these processes and best practices throughout the company. Second, companies need to encourage the right sales behavior at the right times. With coaching, sales tools, and incentives, salespeople can easily adhere to the best practice sales methodology.

To achieve sales effectiveness, companies should consider the following criteria when selecting a CRM vendor:

- **Standardized yet flexible sales methodologies** – sales management should be able to define specific sales stages for their sales methodology directly in the application and make changes as needed. With consistent sales processes, all salespeople can replicate the proven techniques and behaviors of the most successful salespeople.
- **Step-by-step coaching** – at the click of a button, sales representatives can receive real-time guidance on exactly what to do in a particular sales stage. This is particularly helpful for new sales representatives.
- **Access to relevant sales resources** – context-specific sales tools are automatically available to users for each sales stage. Providing access to critical information at the right time in the sales process helps improve sales effectiveness and productivity.
- **Access to consistent data** – making sure that all salespeople enter relevant quantitative and qualitative information at each sales stage ensures good data quality. Accurate data provides users and sales management with a complete view of sales opportunities, and enables meaningful, real-time analysis of sales performance.
- **Automatic task creation and assignment** – prebuilt workflow that automatically creates and assigns recommended activities at each sales stage reinforces a company's sales methodology. Automated workflow also helps salespeople to focus on relevant sales tasks, rather than on administrative tasks.
- **Advanced analytics** – monitor sales performance using real-time and historical analytics. Sales management can use prebuilt analytics reports to quickly identify potential problems and take corrective action before it's too late.

Using the Oracle CRM On Demand Sales Process Coach

All of the requirements of a successful sales effectiveness solution are available with the Oracle CRM On Demand Sales Process Coach. The Sales Process Coach is a prebuilt workflow capability unique to Oracle CRM On Demand. With the Sales Process Coach, sales management can define a common sales methodology, encouraging the right sales behavior by providing proven best practice guidance and sales tools in each sales stage. The Sales Process Coach fosters high user adoption and data quality by prompting the user to provide required data that is specific to each sales stage. Lastly, it drives action by automatically assigning activities to each rep based on sales stage. With the common language and sales framework that Sales Process Coach provides, salespeople can forecast more consistently across the entire company.

About Oracle CRM On Demand

Oracle CRM On Demand is a comprehensive hosted CRM solution that is delivered over the Web as a subscription service. It is designed for companies seeking an easy-to-use CRM solution that can be deployed quickly, easily, and affordably, without any up-front IT investment. Oracle CRM On Demand is part of Oracle's wide range of on demand and on premise CRM offerings. Oracle is the world's leading provider of CRM.

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