

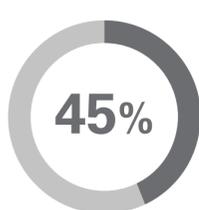
# ORACLE MODERN BEST PRACTICE

## 5 Tips to Improve Sales Performance

### #1 ALIGN STRATEGIES

**Issue: Misalignment**

**Align Strategies to Acquire Talent, Revenue, Leads, and Content**



45% of all firms surveyed have sales compensation policies aligned with their business objectives<sup>1</sup>

96% of best-in-class firms have sales compensation policies aligned with their business objectives<sup>1</sup>

### #2 SIMPLIFY ACTIVITIES AND PROCESSES

**Issue: Bottlenecks from Complex / Manual Processes**

**Simplify to Drive Productivity and Shorten Deal Time**



2/3



80%

2/3 of sales rep time is NOT spent selling. Administrative tasks stymie productivity<sup>2</sup>

80% of best-in-class firms minimize the number of people, departments, and steps to develop / deliver a sales quote / proposal<sup>3</sup>

### #3 ANALYZE PERFORMANCE

**Issue: Culture Relies on "Gut"**

**Analyze Performance to Hone Strategies and Drive Effectiveness**



30%

of firms use analytics and less than 1/2 of them use them to find new opportunities<sup>4</sup>



4x

the growth in quota attainment rate for sales teams employing analytics vs. non-adopters<sup>5</sup>

### #4 COLLABORATE WITH THE SALES TEAM

**Issue: Isolation Between and Within Sales Teams**

**Collaborate to Improve Performance and Advance Opportunities**

52%

of firms don't effectively share best practices across sales teams<sup>6</sup>



91%

plan attainment for firms who share best practices very well<sup>7</sup>



### #5 GAMIFY PERFORMANCE DASHBOARD

**Issue: Financial Motivators Alone Aren't Enough**

**Gamify to Motivate Sales and Drive Quota Attainment**

12x

the increase in the priority of non-monetary motivators – within the top performing sales firms<sup>8</sup>



71%

of team quota attainment for users of game mechanics vs. 60% for non-users<sup>9</sup>

## ORACLE MODERN BEST PRACTICE FOR SALES PERFORMANCE MANAGEMENT

Utilizing today's technology, **Oracle Modern Best Practice for Sales Performance Management** details three best practice processes supported by customer success videos, webcasts, white papers, and more to help you transform your team to one that is highly-effective, productive, and motivated.



#### Strategy to Execution

Create optimal sales plans by employing analytics and motivating sales with gamification tools



#### Coaching Plan to Performance

Analyze which sales activities drive performance and use social and mobile integration for regular, contextual coaching



#### Incentive Plan to Payment

Design incentive plans using embedded analytics and automate updates to financial records to ensure accuracy

## FIND OUT MORE



**Executive Brief: 5 Tips to Improve Sales Performance**

[1] MHI Research Institute, Decoding the Decision Dynamic, Executive Summary, 2015  
 [2] Accenture, "Powering Profitable Sales Growth" 2014  
 [3] Aberdeen, "CRM + Sales Workflow: Removing the Friction from Your Pipeline," February 2015  
 [4] Accenture, "Powering Profitable Sales Growth," 2014  
 [5] Aberdeen, "Sales Effectiveness 2015: How in the World Are We Going to Hit Our Number?" June 2015  
 [6] CSO Insights, "Sales Performance Optimization Study: 2015 Sales Management Analysis" 2015  
 [7] CSO Insights, "Sales Performance Optimization Study: 2015 Sales Management Analysis" 2015  
 [8] Aberdeen, "Incenting Success: Best-in-Class Sales Management," April 2014  
 [9] Aberdeen, "Gamification in B2B Sales: Is It Time? (Part II)" May 2014