

# Five Drivers of the Successful Modern Sales Force

The way people buy has changed. Your customers are **more connected**, **more empowered**, and have **more choice** than ever before.

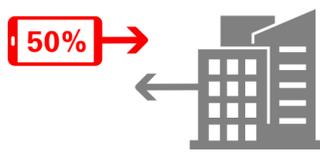
**57%** of the buying process is now completed before a customer even engages with a sales person—so you must find a way to proactively target and approach prospects.<sup>1</sup>

## BE MOBILE AND PRODUCTIVE

Keep your sales team in front of their customers and selling by providing **anytime, anywhere** access to the critical **information** and **tools** they need.

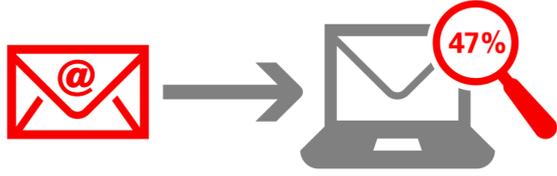


The average sales rep spends only **one-third** of the time selling



**Fewer than 50%** of firms currently provide mobile access to critical sales and customer information<sup>2</sup>

Reading and answering e-mails and searching for information takes up **47%** of the average working week<sup>3</sup>



## BE INSIGHT-DRIVEN

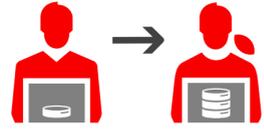
Ensure access to **complete, up-to-date** data and **accurate** forecasting to target the most viable prospects, boost revenue, and your credibility.



Best-in-class companies use customer analytics **20% more than others**<sup>4</sup>



In 2012, **51.6%** of forecast deals went to No Decision (**23.8%**) or were Lost (**27.9%**)<sup>5</sup>



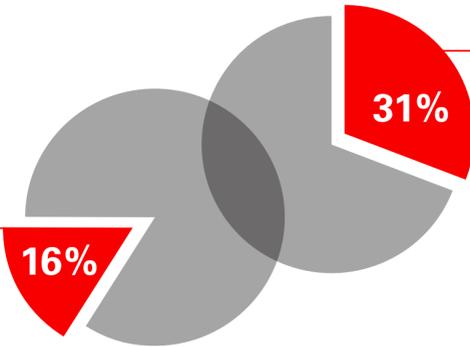
An estimated **27%** of customer data will change this year

## BE COLLABORATIVE—BE PREPARED

Enable your reps to be fully prepared, and take advantage of opportunities to collaborate—accessing the right information and using experts within the organization to help close deals.



Only **16%** of sales reps are 'well prepared' for a sales meeting<sup>7</sup>



of sales reps don't even have access to basic, web-based information before they talk to buyers<sup>6</sup>



“With true collaboration you can not only get instant advice from your company’s experts when it’s needed, but also share ideas and successful approaches.”

—Oracle's Five Drivers of the Successful Modern Sales Force Paper

## BE EFFECTIVE PIPELINE BUILDERS

Allow your reps to **proactively engage customers** earlier and throughout the buying process, as they research products online through peer opinions, social media, and reviews.



More than **57%** of Chief Sales Officers rate ability to incubate leads as a major concern<sup>8</sup>



Fewer than **50%** of leads result in an initial discussion with a customer



Up to **50%** of forecasted deals never close<sup>9</sup>

“In this age of the customer, the only sustainable competitive advantage is knowledge of and engagement with customers.”

—Forrester, Competitive Strategy in the Age of the Customer, October 2013

## SELL FASTER AND MORE EASILY

Provide tools to help your reps **close deals faster, gain insights, drive collaboration, improve social selling, and build pipelines.**

But make sure they are **flexible** and **easy to use...**



**44%** of those involved in a CRM project reported low user adoption as a key reason for its failure<sup>10</sup>

## DISCOVER HOW YOU CAN SELL SMARTER



To learn more about the five drivers of the successful modern sales force [click here](#)

<sup>1</sup> <https://www.oracle.com/applications/customer-experience/sales/index.html>  
<sup>2</sup> Accenture, Top-Five Focus Areas for Improving Sales Effectiveness Initiatives, 2013  
<sup>3</sup> McKinsey & Co  
<sup>4</sup> Aberdeen, State of the CEM Market, 2014  
<sup>5</sup> CSO Insights, How to Sell in a Buying 2.0 World (Answers to Webinar Q&A)  
<sup>6</sup> IDC, Sales Enablement and the Year of the Sales Rep, 2013  
<sup>7</sup> Ibid  
<sup>8</sup> Modern Sales in the Cloud In the Era of the Empowered Customer, Oracle  
<sup>9</sup> Accenture, Top-Five Focus Areas for Improving Sales Effectiveness Initiatives, 2013  
<sup>10</sup> Forrester, How To Succeed With CRM: The Critical Success Factors, Part Three, 2013