

Sales Catalog



KEY FEATURES

- Create an n-tiered hierarchy of product groups
- Use the same product groups in many different types of business rules
- Define pricing information for your products
- Easily create promotions to increase your sales
- Leverage keyword search, product comparison and narrow-by filters

KEY BENEFITS

- Minimize the effort needed to define and maintain product hierarchies
- Write and maintain fewer rules by referencing a product group instead of many individual products
- Quickly and easily find products or product groups to add to a marketing campaign, opportunity, quote or order

Sales Catalog enables organizations to create products, group products into a multi-tiered hierarchy, and maintain price lists and product promotions. Used when selecting products for a deal or opportunity, the hierarchical product group is the foundation for the graphical sales catalog.

Create Products

Oracle Sales Cloud makes product definition and management simple with an easy-to-use products interface. Organizations can choose to import products from external systems using Oracle's file-based data import tool or they can create products directly in Oracle Sales Cloud and synchronize the product data with external systems using Web services.

Image 1: Define products using Oracle Sales Cloud's simplified pages.

Define the Product Group Hierarchy

Oracle Sales Cloud enables sales administrators to easily define a catalog of products using a product group hierarchy. Options to create a product sub group or re-use existing product groups make it easy to define even the most complex product group hierarchies.

The product group hierarchy displays as a graphical sales catalog for sales reps and is referenced in many sales-related processes, such as sales agreements and territories, forecasting and more.

- **Sales Agreements:** Sales reps can apply negotiated discounts at the product group level within a sales agreement.
- **Territories:** Within a territory, product groups can be used to define the products a sales rep can sell.

ORACLE CUSTOMER EXPERIENCE: SALES CLOUD

- **Complete:** A comprehensive sales solution focused on driving performance and connecting business processes.
- **Innovative:** Productivity-driven apps offering deep customer insight with the flexibility to adapt and differentiate.
- **Proven:** Power global sales organizations and leverage recognized industry expertise for secure and scalable global operations.

RELATED PRODUCTS

- Oracle CPQ Cloud
- Oracle Marketing Cloud
- Oracle Service Cloud
- Oracle Commerce Cloud
- Oracle Incentive Compensation
- Oracle Social Network Cloud
- Oracle Transactional Business Intelligence Enterprise for CRM Cloud Service

- **Forecasting:** Forecasts aggregate expected revenue using a product group hierarchy.

By using product groups whenever a grouping of products is needed, sales administrators can minimize maintenance efforts and eliminate potential errors.

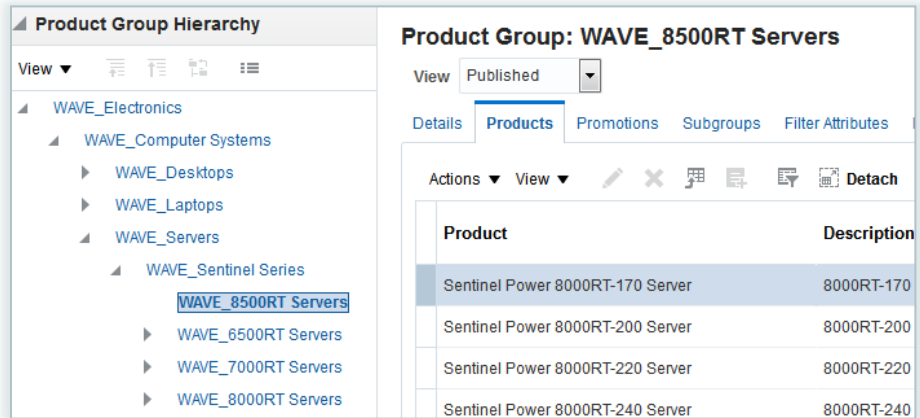


Image 2: View the product groups and products in a product group hierarchy.

Manage Price Books

Price books hold the product pricing information that is used for sales transactions such as opportunities and leads. Sales administrators can create one price book or multiple price books to accommodate different pricing scenarios. For example, a company may create a corporate price book to define standard pricing available to buyers throughout the year. The company can also create a price book to define special pricing available only during the summer months.

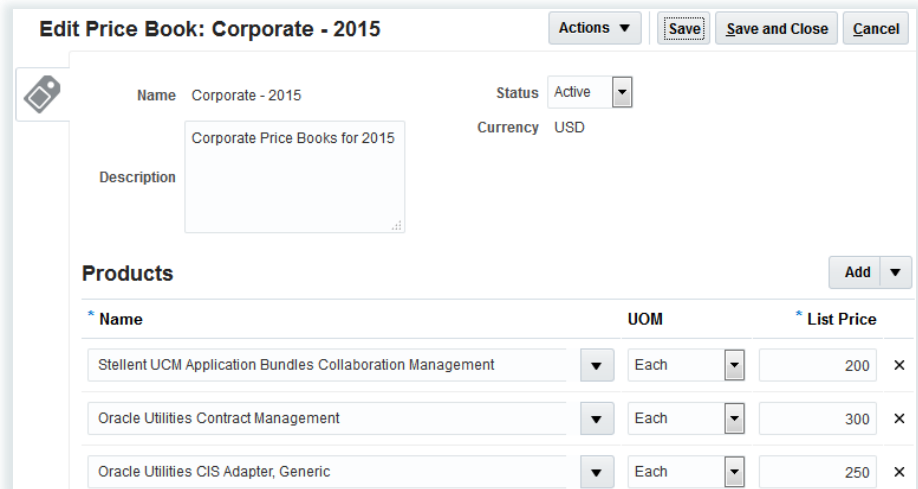


Image 3: Create price books to offer default prices for sales reps to use on transactions.

Manage Promotions

Sales administrators can create simple promotions to help sales reps achieve more sales. Promotions offer structured, pre-approved discounts that sales reps can use for sales agreements or opportunities.

Edit Promotion: Test: Summary

Actions ▼ Save Save and Close Cancel

Name: Festive Promotion Start Date: 11/01/2015

Description: Festive promotion for Thanksgiving End Date: 12/01/2015

Status: Active

Adjustment

Type: Line Discount Percent Value: 10 (%)

Apply To: List Price Currency:

Image 4: Create promotions to increase your sales

Find the Right Product

Using the sales catalog, sales reps can quickly find the right product or product group and select it for their opportunity or sales agreement. Sales reps can find products using the following methods:

- Product group hierarchy tree
- Keyword search
- Product comparison
- Narrow by criteria (e.g. show all routers manufactured by Cisco that support ATM)



Image 5: Product details such as descriptions and images are provided by the Fusion Product Master.

The Oracle Fusion Sales Catalog user interface works across all channels. A different look-and-feel can be set up for each channel using product group administration.



CONTACT US

For more information about Oracle Sales Catalog, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.

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