

# ELOQUA

## Eloqua for Sales

Eloqua for Sales is a suite of sales intelligence and productivity tools that helps sales professionals identify their hottest, most active buyers, engage them in relevant communications and track their web activities throughout the sales cycle. Eloqua helps sales close more revenue, faster.

### Overview

Sales professionals are coping with longer sales cycles, more informed buyers and intense competition. They need every competitive advantage to help them uncover hot leads, make a connection and sell.

By capturing prospects' online activities, Eloqua for Sales radically changes the way sales views buyers. Within minutes, sales reps know who to call, what they're interested in and how to engage prospects - without leaving the applications they live in every day, like the CRM and Microsoft® Outlook®.

- ▶ **Eloqua Discover for Salesforce.com** - An easy to understand, prioritized view of the hottest, most engaged prospects and accounts.
- ▶ **Eloqua Profiler** - An intuitive, graphical summary of prospect online activity and behavior.
- ▶ **Eloqua for Microsoft Outlook** - An easy to use email plug-in that enables sales to access and customize pre-built templates and track recipient response directly through Outlook.
- ▶ **Real-time email alerts** sent directly to sales when hot prospects visit the website or submit a form.



Eloqua highlights and tracks a sales rep's hottest prospects and accounts and provides a graphical view of activity for each member of the buying committee. Within seconds a busy sales rep can see which prospects visited the website, downloaded content or viewed a demo.

With this deep insight into their buyer's interests, a sales professional can engage prospects in relevant conversations. They can even select a pre-built email template from Eloqua for Microsoft® Outlook® and send off a personalized, trackable email.

Eloqua for Sales allows the sales team to fast track the sales cycle instead of just spinning their wheels.

The screenshot displays the Salesforce Eloqua Discover interface. At the top, there's a navigation bar with 'Salesforce' logo and various utility links like 'Setup', 'SE Support', 'System Log', 'Help & Training', and 'Logout'. Below this is a secondary navigation bar with tabs for 'Home', 'Campaigns', 'Leads', 'Contacts', 'Accounts', 'Opportunities', 'Eloqua', 'Reports', 'Dashboards', 'Forecasts', 'Compass', 'iCentera', 'Documents', 'Helpstream', 'Cases', and 'Products'. The main content area is titled 'Eloqua Discover' and has sub-tabs for 'Most Active Prospects', 'My Tracked Prospects', 'Most Active Accounts', and 'My Tracked Accounts'. A table lists prospects with columns for 'Buy Signals', 'Recency', 'Name', 'Title', 'Account', 'Activities', 'Most Recent Activity', 'Opportunity', 'Stage', 'Track', and 'Ignore'. A pop-up window titled 'Buy Signals Shown (up to 10 most recent)' is overlaid on the table, showing a list of activities such as 'Visited Site Twice in one week' and 'Submitted a form' with their respective dates and times.

Easily identify highly active prospects and accounts and be alerted when important actions take place.

## About Eloqua

Eloqua helps its customers dramatically accelerate revenue growth by providing powerful business insight. This insight leads to better marketing and sales decisions today that drive revenue growth tomorrow. The company's mission is to make its customers the fastest growing companies on earth. Thousands of customers rely on the power of Eloqua to execute, automate and measure programs that accelerate revenue growth. Eloqua is headquartered in Vienna, Virginia, with offices in Toronto, London, Singapore and throughout North America. For more information, please call 866.327.8764 or email: [demand@eloqua.com](mailto:demand@eloqua.com).