FB180
PHASE: ASSESSMENT & QUALIFICATION

OWNER: MARKETING

0-10

180 + 👥

ASSESSMENT & QUALIFICATION

OWNER: MARKETING

FB180: PHASE 0-10 ASSESSMENT & QUALIFICATION
Owner: Marketing

1 VERSION CONTROL

1.1 DOCUMENT HISTORY

Version	Amendment Description	Date	Author
1.0	Initial overview version	19/06/2019	Louise Casamento

2 INDEX

CONTENTS

ORACLE
Food and Beverage

Contact Us
US Sales: +1.800.633.0738
Global Contacts
Support Directory
Subscribe to Emails

About Oracle
Careers
Company Information
Social Responsibility
Communities

Downloads
Java Runtime Download
Java for Developers
Software Downloads
Try Oracle Cloud Free

News & Events
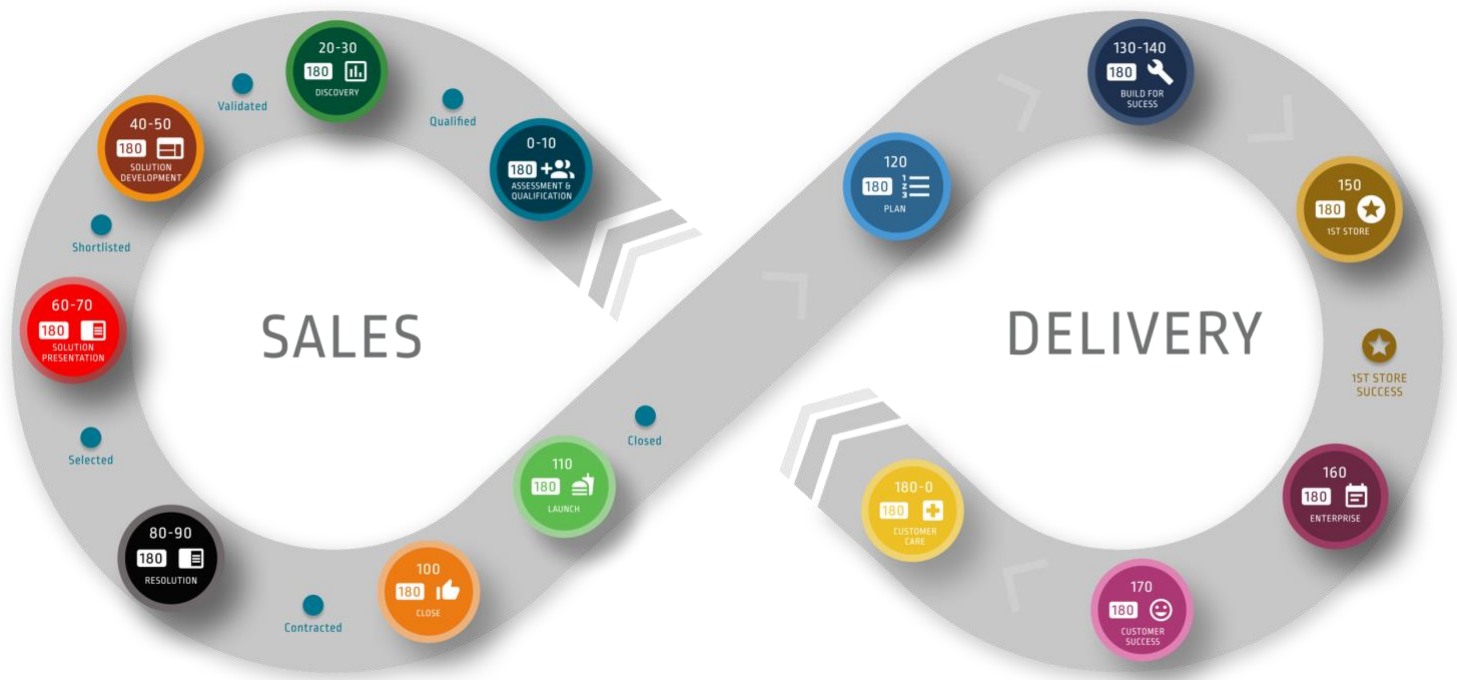Acquisitions
Blogs
Events
Newsroom

2.1 INTRODUCTION

Welcome to the Assessment & Qualification Stage, which is Phase 0-10 of the Food & Beverage 180 portal. This portal is an internal repository for all aspects of F&B 180. F&B 180 is a holistic methodology that analyses the whole sales and consulting process from its inception at the lead generation stage all the way through to project delivery and aftercare support.

2.2 GLOSSARY OF TERMS

Acronym	Type	Definition
C2C	Framework	Customer To Cloud
BDC	Resource	Business Development Consultant
XLOB	Acronym	Cross (X) Line of Business
OFB		
OPC	Application	Oracle Public Cloud
RFI	Document	Request for Information
RFP	Document	Request for Proposal
SE	Resource	Solution Engineer
SLA	Document	Service Level Agreement
CRA	Application	Oracle Request Application
GSI	Reference	Global Single Instance
BANT	Framework	Budget, Authority, Needs, and Timeline

ORACLE
Food and Beverage

Contact Us
US Sales: +1.800.633.0738
Global Contacts
Support Directory
Subscribe to Emails

About Oracle
Careers
Company Information
Social Responsibility
Communities

Downloads
Java Runtime Download
Java for Developers
Software Downloads
Try Oracle Cloud Free

News & Events
Acquisitions
Blogs
Events
Newsroom

2.3 FB180 INFINITY LOOP

3 PHASE 0 - OPPORTUNITY DEVELOPMENT

3.1 APPLICABLE TIERS

3.3 ORACLE OBJECTIVES

Prospects' journey from research, education, to outreach, easily leads them to OFB.

Contact Us
US Sales: +1.800.633.0738
Global Contacts
Support Directory
Subscribe to Emails

About Oracle
Careers
Company Information
Social Responsibility
Communities

Downloads
Java Runtime Download
Java for Developers
Software Downloads
Try Oracle Cloud Free

News & Events
Acquisitions
Blogs
Events
Newsroom

3.3 FBGBU OBJECTIVES

Our response is faster than the competition giving the prospect confidence in our desire to be their technology partner.

- Digitally optimized presence online
- Fast qualification of Leads that convert to Opportunities
- Strategies for developing Opportunities
- Better Quality Leads though machine learning and appraisal system
- Improve Customer Data for analysis (Customer Data lacking quality)
- Strategy for: inbound, outbound, identified Attack Account, C2C Existing Customer
- Identify the roles of Sales, Marketing, Business Development Consultants (BDC's), Other XLOB Team Members

3.4 PROCESS FLOW

Below describes the typical process flows including references to documents or actions that may need to be completed to support this phase:

- Ensure strong marketing program to generate high quality leads
- Make it easy for a prospect to reach OFB through website, phone, and Sales Chat globally
- Leads need to flow through OSC in under 20 minutes and those MQLs that reach dispatch instead of a BDC need to assigned to BDC with 30 min
- Lead follow-up SLA

- BDC's need to be armed with marketing materials and talking points relevant to the activity or need that captured the prospects interest
- BDC identifies the lead as an opportunity using standard BANT criteria

3.5 PHASE SLAs & KPIs

- Lead follow-up SLA's:
    - o Phone, Web, and Chat leads require 1 hour SLA.
    - o Email leads should have a 24 hrs SLA
- Marketing leads from events and activities should have a 3 day SLA.

ORACLE
Food and Beverage

Contact Us
US Sales: +1.800.633.0738
Global Contacts
Support Directory
Subscribe to Emails

About Oracle
Careers
Company Information
Social Responsibility
Communities

Downloads
Java Runtime Download
Java for Developers
Software Downloads
Try Oracle Cloud Free

News & Events
Acquisitions
Blogs
Events
Newsroom

3.6 OUTPUT CHECKLIST

Below list's the key outputs as a checklist that would be required to be completed within this phase:

☐	BANT Criteria for Lead Generation Process

3.7 USEFUL LINKS

Below list's the links to the application portal described in this phase as well as some useful links to knowledge based collateral that may help you:

- TBC

3.8 TRAINING

Some recommended training courses/training material that are available that will help you in this phase:

- TBC

ORACLE
Food and Beverage

Contact Us
US Sales: +1.800.633.0738
Global Contacts
Support Directory
Subscribe to Emails

About Oracle
Careers
Company Information
Social Responsibility
Communities

Downloads
Java Runtime Download
Java for Developers
Software Downloads
Try Oracle Cloud Free

News & Events
Acquisitions
Blogs
Events
Newsroom

4 PHASE 10 – ASSESSMENT & QUALIFICATION

4.1 APPLICABLE TIERS

4.2 ORACLE OBJECTIVES

Customer speaks with a Sales Rep within 24 hours of initial outreach and is provided with compelling information and answers that lead them to select appropriate OFB solutions.

4.3 FBGBU OBJECTIVES

- Lead to Opportunity creation
- Sales accepts opportunity
- Sales Follow-up with Lead
- RFP/RFIs are completed
- Account Plan is defined

4.4 PROCESS FLOW

Below describes the typical process flows including references to documents or actions that may need to be completed to support this phase:

- BDC converts lead to an opportunity using CRA Account Creation in order to create a GSI account
- Once a converted opportunity, the BDC immediately reaches out to Sales
- Sales accepts opportunity and follows-up within 24 hours.
- Sales effectively conveys the benefits of relevant OFB solutions either verbally or through the completion of a RFI/RFP

4.5 PHASE SLAs & KPIs

- Sales accepts opportunity and follows up withing 24 hours.

ORACLE
Food and Beverage

Contact Us
US Sales: +1.800.633.0738
Global Contacts
Support Directory
Subscribe to Emails

About Oracle
Careers
Company Information
Social Responsibility
Communities

Downloads
Java Runtime Download
Java for Developers
Software Downloads
Try Oracle Cloud Free

News & Events
Acquisitions
Blogs
Events
Newsroom

4.6 OUTPUT CHECKLIST

Below list's the key outputs as a checklist that would be required to be completed within this phase:

☐	BANT Criteria for Lead Generation Process
☐	OSC Intelligence
☐	SE Engagement Request

4.7 USEFUL LINKS

Below list's the links to the application portal described in this phase as well as some useful links to knowledge based collateral that may help you:

- TBC

4.8 TRAINING

Some recommended training courses/training material that are available that will help you in this phase:

- TBC

ORACLE
Food and Beverage

Contact Us
US Sales: +1.800.633.0738
Global Contacts
Support Directory
Subscribe to Emails

About Oracle
Careers
Company Information
Social Responsibility
Communities

Downloads
Java Runtime Download
Java for Developers
Software Downloads
Try Oracle Cloud Free

News & Events
Acquisitions
Blogs
Events
Newsroom