TOOLS TO TRANSFORM YOUR SALES

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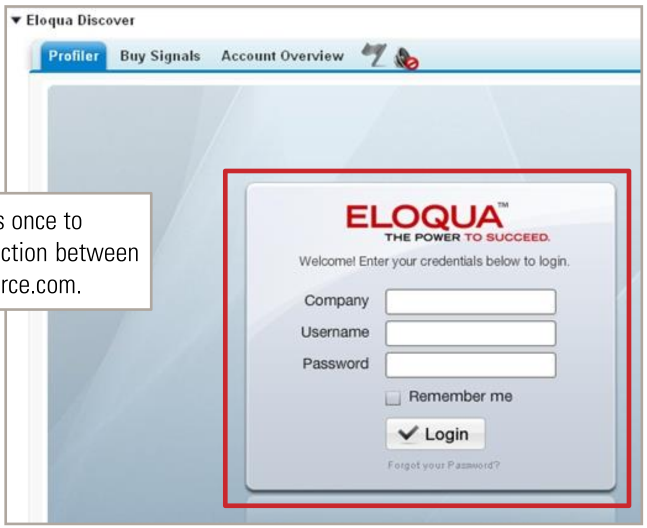
HOW DO I GET STARTED WITH ELOQUA?

HOW TO... LOG IN TO ELOQUA FOR THE FIRST TIME

1. START IN SALESFORCE.COM. DISPLAY ANY CONTACT RECORD SCREEN.
2. SCROLL DOWN TO THE ELOQUA DISCOVER SECTION IN WHICH THE ELOQUA LOGIN WINDOW APPEARS



Perform these steps once to establish the connection between Eloqua and SalesForce.com.

3. LOGIN TO ELOQUA
   - Enter **Motorola** as the **Company**.
   - Enter your **Username** (usually **firstname.lastname**).
   - Enter the **Password** sent to you in email.
   - Check **Remember me**.
   - Click **Login**.

Contacts must have a valid email address in SalesForce.com before Eloqua can recognize them.

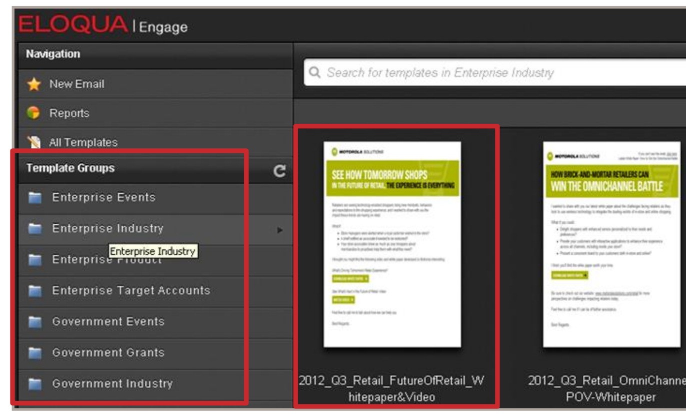
HOW CAN I SEND BRANDED, PERSONALIZED, AND TRACKABLE EMAILS TO A CONTACT?

HOW TO... USE THE ENGAGE MODULE TO SEND TEMPLATE EMAILS

1. ACCESS THE ENGAGE MODULE
   - Display the Contact Record screen for the contact you want to communicate with.
   - Click the **Send to Engage Email Template** button at the top of the screen.

Send to Engage Email Template

2. SEND AN EMAIL
   - Select folders in **Template Groups.**
   - Select the template.
   - Personalize template text.
   - Click **Send**.



3. VIEW REPORTS
   - Click the **Reports** button in upper-left to view a list of all emails sent.
   - Track contact interaction using the **Sent**, **Opens**, and **Clicks** fields.
   - Double-click an email to view it.

ACCESS ELOQUA THROUGH SALESFORCE.COM

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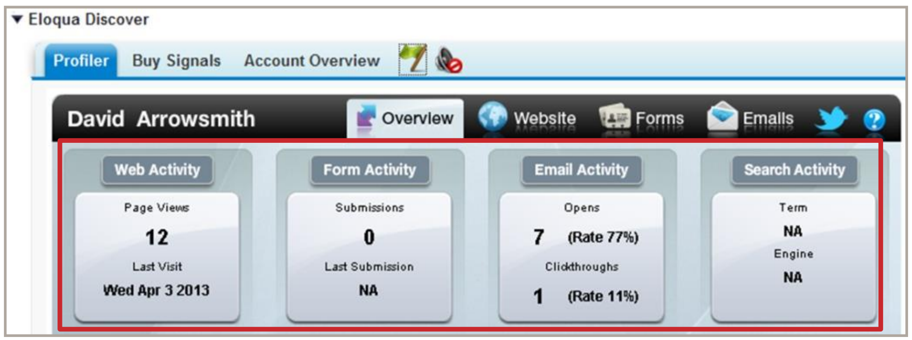
HOW CAN I TRACK MY CONTACTS' RECENT ONLINE ACTIVITY?

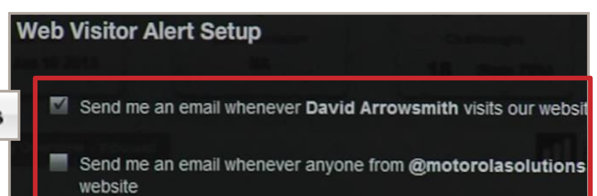
HOW TO... USE THE PROFILER MODULE TO TRACK ACTIVITY

1 ACCESS THE PROFILER MODULE
- Display the **Contact Record** screen for the contact you want to track.
- Scroll down to the **Eloqua Discover** section.

2 VIEW ACTIVITY
- View summaries of web, form, email, and search activity in the **Overview** tab.
- Hover mouse over summaries to display details.
- Double-click an item to view the corresponding web site, form, or email.



3 RECEIVE REAL-TIME ALERTS WHEN CONTACTS VISIT MOTOROLASOLUTIONS.COM
- Click the **Setup Web Visit Alerts** button at the bottom of the **Profiler** module.
- Select check boxes to indicate if you want alerts for a specific contact or for all contacts for the account.

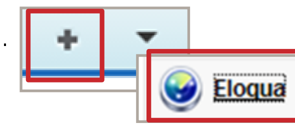


HOW CAN I VIEW THE DETAILS OF A KEY CONTACT'S RECENT ACTIVITY?

HOW TO... USE THE DISCOVER MODULE TO TRACK KEY CONTACTS

1 MARK A CONTACT AS KEY
- Display the contact in the **Profiler** module.
- Click the **Flag Icon** (it will change to green).

2 ACCESS THE DISCOVER MODULE
- Click the **All Tabs** button in **SalesForce.com**.
- Click the **Eloqua** link in the All Tabs window.



3 VIEW ACTIVITY FOR KEY ACCOUNTS
- **Stars** are buy signals.
- **Chili Peppers** show how recently the account has been active.
- Significant account activity indicates a buy is imminent.
- Hover over **Stars** and **Chili Peppers** to view activity details.
- Click tabs to change data views.
- Click a column title to sort the data by the values in that column.