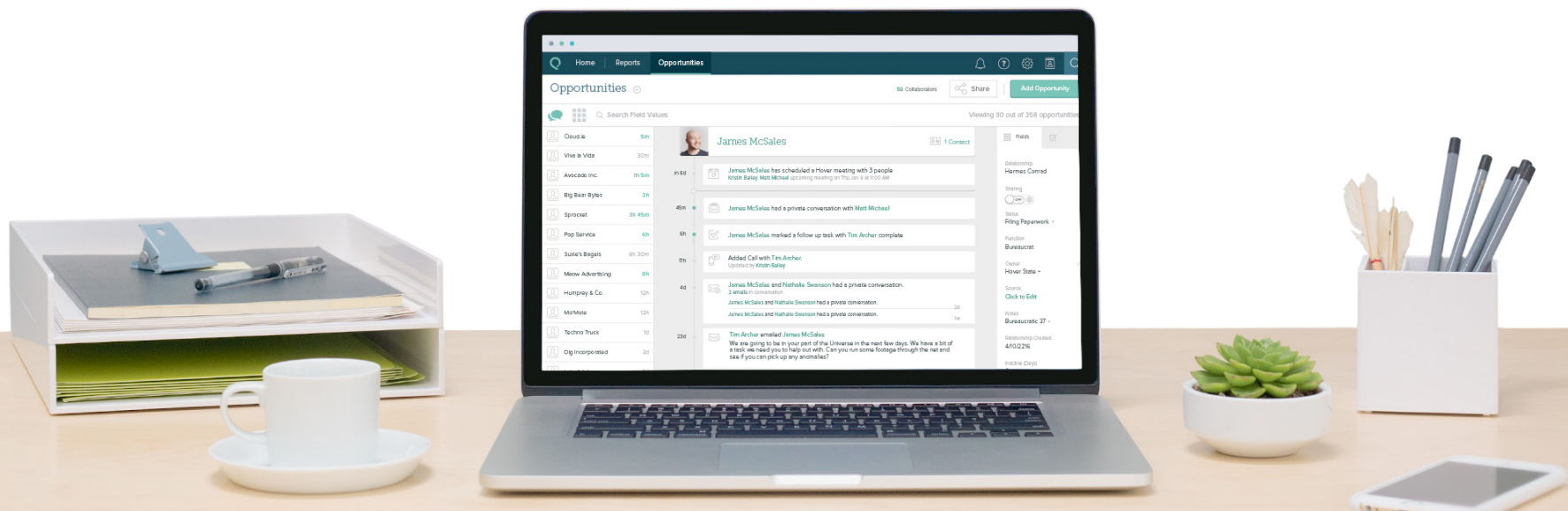# Everything You Need to Know About CRM and SalesforceIQ

Introduction

You're probably reading this e-book because you want to know what CRM is all about, and how SalesforceIQ is different from Salesforce.

CRM stands for customer relationship management, but you could have gotten that much from a quick Google search. We're guessing that you want to know more than what those three letters stand for. You want to know why and how companies are using CRM technology to grow their businesses and connect with customers.

In the next five chapters, you'll learn the nuts and bolts of how a CRM works, how to apply its capabilities to be more efficient and why small businesses need CRM. Then we'll share a bit more insight about us at SalesforceIQ, the world's #1 CRM for fast-growing businesses.

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Chapter 1

CRM Basics

At the heart of a good CRM solution is something called "salesforce automation," which might sound a little intimidating, but it's not. At the most basic level, CRM means putting account and contact information in a central and easily accessible place, so you accelerate and streamline the sales process. For instance, instead of being mired down in yellow sticky note reminders or buried in spreadsheets and Google Docs, you can move leads through your sales process quickly and easily, as a team.

With a CRM application, there's no secret formula. It simply manages most of your critical customer information so that you can see it all in that central place. Without leaving the app, you can view contact info, follow up via email, manage tasks, and track your performance, among other benefits. Implementing the right CRM can increase sales efficiency. You can close more deals, boost sales, and improve forecast accuracy.

A CRM system gives you a quick way to track opportunities and activities, and gain visibility into deal stages and business health for both prospects and customers. And it's literally a record of your organization's ongoing relationship with those contacts, whether they're a customer, or if you're trying to make them a customer.

The details of that record can contain everything from emails, call logs, call notes, deal conversations, and quotes, to shared files that are relevant to the customer's needs– and more. So now anyone with access to the record can speak to the customer with confidence. Additionally, you can set up your CRM to create daily to-do lists, schedule followups, and more. Most companies using a CRM solution say their deal cycles are shortened considerably.

The right CRM solution can give you access to contact databases that can be filtered to find your ideal prospects and decision-makers within a company, provide social data on those contacts, and deliver insights into what customers are talking about. This makes territory planning and whitespace analysis easier as well.

In the next section, we'll go into detail about how CRM makes a business more efficient.
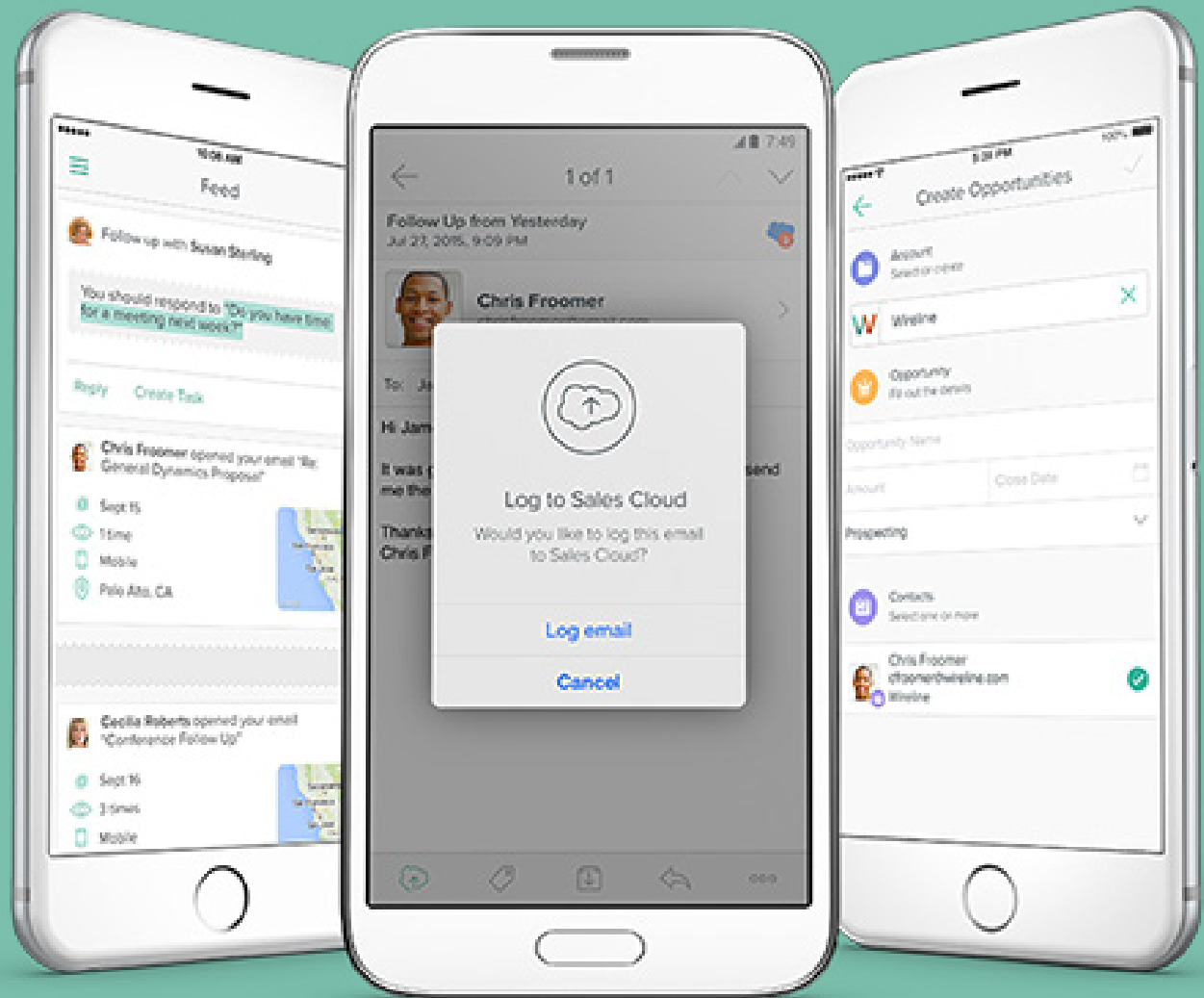
Chapter 2

How CRM Can Help You

Now that you know what a CRM does, let's apply that information to see the possibilities for how the right CRM can help companies of any industry and size.

Businesses typically begin with a basic relationship of seller-to-customer – simple. In such an early stage, it might be fine to only maintain an Excel spreadsheet, or jot down notes about customers and incoming orders. But as your business grows, this type of record-keeping can't do what you need to elevate your business.

As the old adage goes: "There aren't enough hours in the day." This is especially true in the sales world, where time truly is money. The more efficiently salespeople use their time, the better the results are to your bottom line. Businesses grow faster by keeping a steady flow of new prospects, and spending more time selling, as well as arming their sales reps with all the information they need to close deals. That is where a CRM application is necessary.
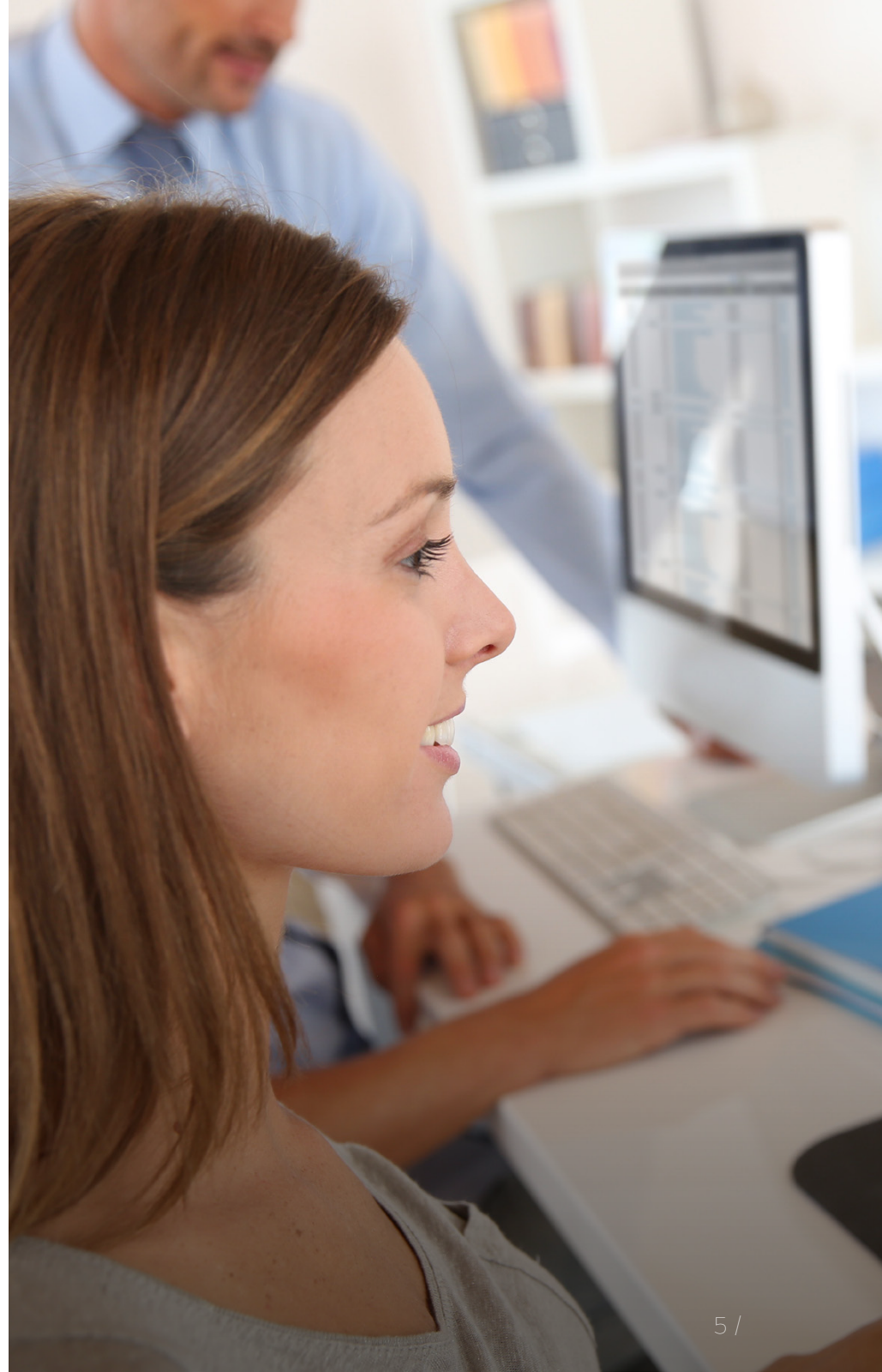
Keeping the Pipeline Flush

Finding time to bring in a steady flow of new customers is a challenge for any sales team. This is often caused by some of the following issues:

- Lack of information on potential clients
- Inadequate knowledge about a prospect before calling
- Poor visibility and forecasting of future pipeline

A CRM app allows sales reps to store the data on prospects so the information's available in real time at each interaction. Plus, it quickly provides metrics related to visibility and forecasting.

Sell, Sell, Sell

Obviously, representatives need time to sell. Often, sales reps are facing time traps that are hard to overcome. Here's how you can fix this easily:

- Communication is a big challenge for a sales team on the go, but surprisingly few reps leverage smartphones and tablets as part of their regular workflow. Making the switch to mobile can eliminate downtime and increase communication.
- Automation of repetitive tasks gives salespeople more time to concentrate on closing deals.

- Providing one channel for reps to share information and connect eliminates endless email loops and phone tag.
- The right CRM system syncs with mobile devices anywhere, anytime via the cloud, so the entire team is on the same page and has the most current information at its fingertips.

Keeps You In The Know

For successful prospecting and pitching, you must gather vital information on potential clients. But finding time to do that can be hard when you're also trying to make your sales goals. CRMs help solve this problem by collecting valuable customer data on your behalf, including:

- Client history
- Current client preferences
- Client social media presence
- Past interactions with a client
- Client infrastructure details
- Past sales interactions

These efficiencies ring true for businesses of any size. But how can CRM be useful for small businesses, specifically? Check out the next chapter.

Chapter 3

Big Help for Small Business

If you're a small business, you might be wondering if CRM is right for you. The good news is that technology has changed the game for small businesses. Where having a small department once hindered, it now helps. Small, newly established infrastructures used to mean less stability, but now they offer more agility and flexibility.

The right technology can turn your small business from a niche player into a major threat to established enterprise companies. Organizing, supporting, and enabling a small business with a CRM solution can help you harness the selling power previously reserved only for big business.

The bottom line: If you have customers, you can benefit from CRM. No matter how small your customer base is, it's not possible for reps to keep up with every interaction – ones that have happened, or need to happen – memorized and organized. It's a powerful business tool that streamlines processes, gives valuable business insights, and virtually connects employees at your company so they can collaborate as a team, in real time. That's something every business could use.

There's no shortage of CRM options – and obviously we're partial to which CRM you should use. But only one CRM continues to help more businesses succeed than any other. Salesforce customers, on average, report a growth of 27% and a boost to customer satisfaction by 42%.

Chapter 4

Hi, We're SalesforceIQ!

SalesforceIQ was created with the idea to reimagine how customer relationship management works by automating, simplifying, and deepening the way sales professionals engage with customers and prospects. SalesforceIQ built the world's first Relationship Intelligence technology, bringing predictive analytics and data-driven insights via automatic data capture into CRM technology; this has made it easier for companies to communicate and collaborate with sales teams to close deals faster.

Relationship Intelligence is a technology that provides actionable insights based on relationship data of clients, colleagues and partners. Relationship Intelligence technology generates data-driven insights to support a company's or an individual's capacity for understanding, planning for, problem solving around, and communicating in the most effective manner to drive productive outcomes.

Learn more

Just as it pioneered cloud computing in 1999, Salesforce saw the potential of data products to power how people will manage their customer relationships in the future: more intelligently. With the opportunity to grow and expand the reach of our intelligent CRM app, we joined the Salesforce family in 2014. We continue to innovate on CRM technology, developing the next generation of customer relationship management with powerful data science technology, all while building products that are intuitive and easy to set up so that expanding businesses can focus on what matters: growing the business fast.
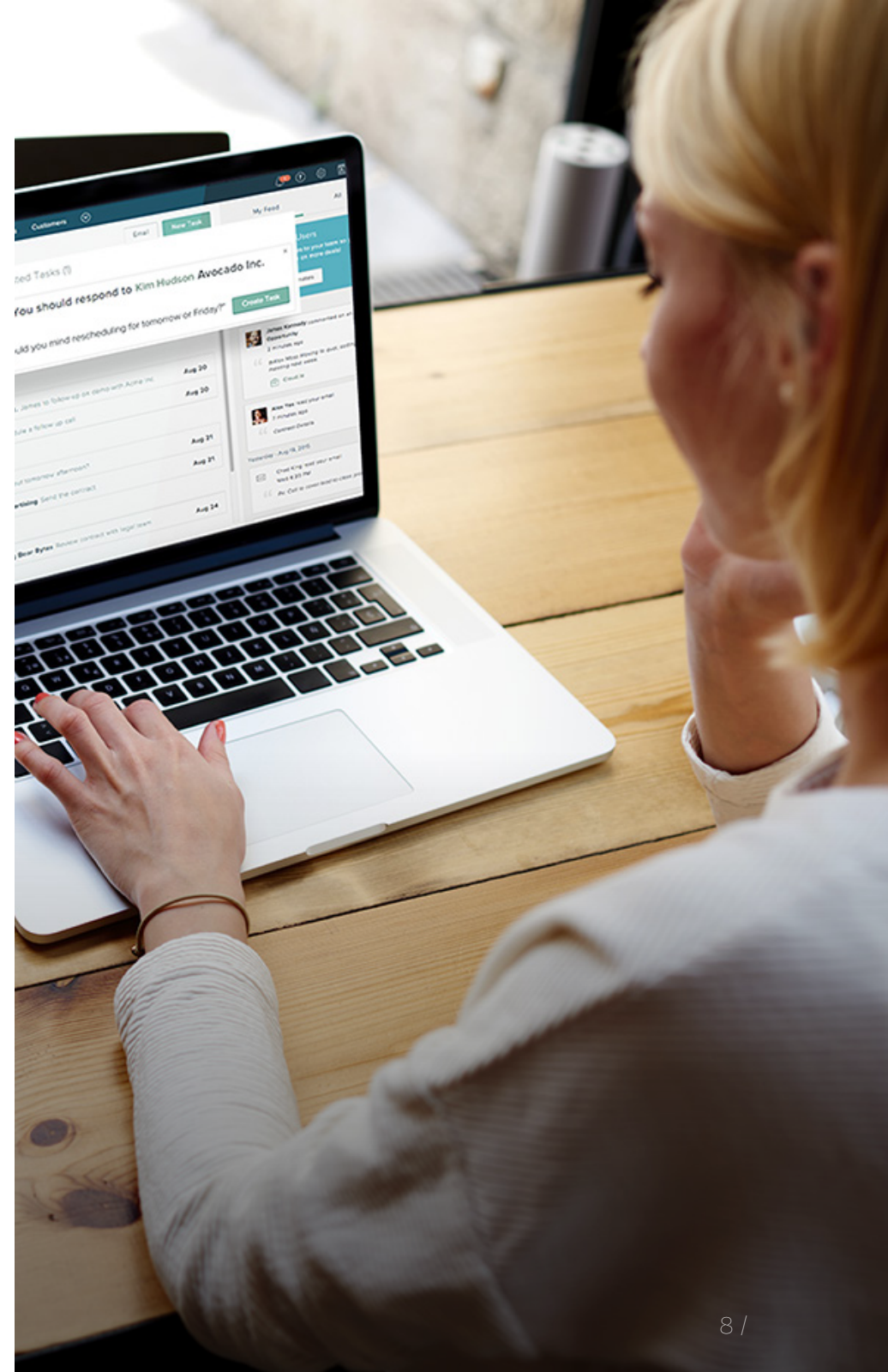
Customer Spotlight:

Box

To power the next generation of enterprise software, Box actively engages the developer community to build innovative integrations on its open platform. On a daily basis, Rachel Lambert, Developer Relations Lead for OneCloud (Box's ecosystem of mobile apps), conducts massive outreach to developers who create applications that would benefit from integrating with Box.

"We needed a solution that would be more powerful than a simple spreadsheet, but more flexible than a standard CRM tool. That's when we found SalesforceIQ."

Today, when Lambert identifies possible apps to bring into the OneCloud ecosystem, she builds cohort lists in SalesforceIQ to coordinate her outreach and track developers through every stage of her custom funnel. Lambert often achieves as high as a 50 percent connect rate after her initial outreach. "That's when SalesforceIQ really shines," she says. As one person juggling 50 new contacts every week, it truly makes the difference between dropping the ball and keeping everything in the air."

Read the full customer story

"SalesforceIQ enables me to track every in-person meeting, phone call, and follow-up to ensure that nothing falls through the cracks."

-Rachel Lambert, Developer Relations Lead at Box

Chapter 5

SalesforceIQ or Sales Cloud: Which Solution is Best for My Business?

At Salesforce, we understand that every business runs differently, and your growing business has unique processes and ideas of success. That's why we've expanded our portfolio of CRM solutions for businesses of all sizes. So whether you're considering SalesforceIQ or Sales Cloud for your business, you're already making a smart business decision to grow with Salesforce!

With SalesforceIQ, we believe that CRM starts here for small businesses and lean teams. SalesforceIQ helps you sell smarter and grow your business faster. As an out-of-the-box sales CRM, SalesforceIQ is easy to get set up in minutes so that you can get back to doing what you do best: selling. SalesforceIQ has built-in intelligence to help you close more deals, faster. Our technology supports proactive selling, providing relationship insights from the data we automatically capture from all your customer interactions, across the entire team. As your business processes and team evolves, SalesforceIQ also has the flexibility to adapt without a dedicated specialist to manage your CRM processes.

If you're looking for a more customizable CRM platform that scales with every part of your business at start, then Sales Cloud can be customized to fit your established and repeatable business processes. Sales Cloud will bring all your business data and processes into one system so that you can manage the entire customer lifecycle on a single platform.

We've built pathways for our customers to grow, so that if you start with SalesforceIQ and find that you need more customizations to reflect the evolution of your business, you can easily move to Sales Cloud, knowing all your customer data is safe.

Smarter Selling for Every Sales Rep

We believe that the future of CRM is getting smarter, that's why we're innovating the technology to become:

1. More automated and efficient so that your team can focus on what matters (selling!)
2. More proactive to help you maintain strong customer relationships
3. Contextually relevant with predictive insights to help you work more effectively.

SalesforceIQ's intelligent apps help you to sell smarter right from your inbox. Through our Chrome extension, all your leads, accounts, and opportunities are now connected with your email. Through our mobile productivity apps, you can stay on top of every deal, with smart emailing, scheduling and predictive notifications. Sales Cloud users can instantly connect with Salesforce1 to access their CRM data, anywhere.

Conclusion

At its simplest, CRM is a way to store customer information and better communicate with them. At its best, the right CRM can propel your business to greater heights of efficiency and growth than you ever thought possible. Consider using a Salesforce CRM as the foundation for your continued success.

Get started with the #1 CRM for fast-growing businesses at www.salesforceiq.com.

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SALES SERVICE MARKETING COMMUNITY ANALYTICS APPS

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