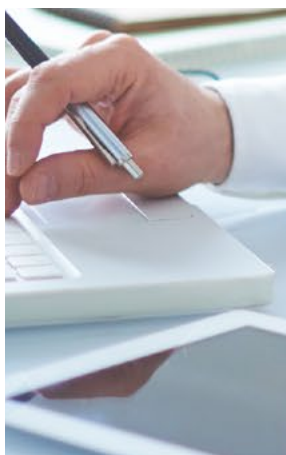




7 | WAYS TO GET FROM CLICK TO CLOSE FASTER



HOW CAN YOU FIND NEW CUSTOMERS FASTER THAN EVER?

All the sales talent in the world can only get you so far. To grow and optimize your sales pipeline, you need to have the right tools.

A modern Customer Relationship Management (CRM) solution like Salesforce can help you build pipeline and grow deals quicker than ever. You can qualify and route leads more effectively to make sure your sales team is ultra-responsive to the leads that are most likely to close. You'll go into every sales call armed with a 360-degree view of your customer, from information about their company to their latest social media posts. You'll track your leads through the entire sales cycle and always have the next steps and right information on hand. Your team will collaborate effortlessly to leverage the combined resources and experience of the organization and close the deal from anywhere. Sound too good to be true? Let's take a closer look at how Salesforce can change the sales game.

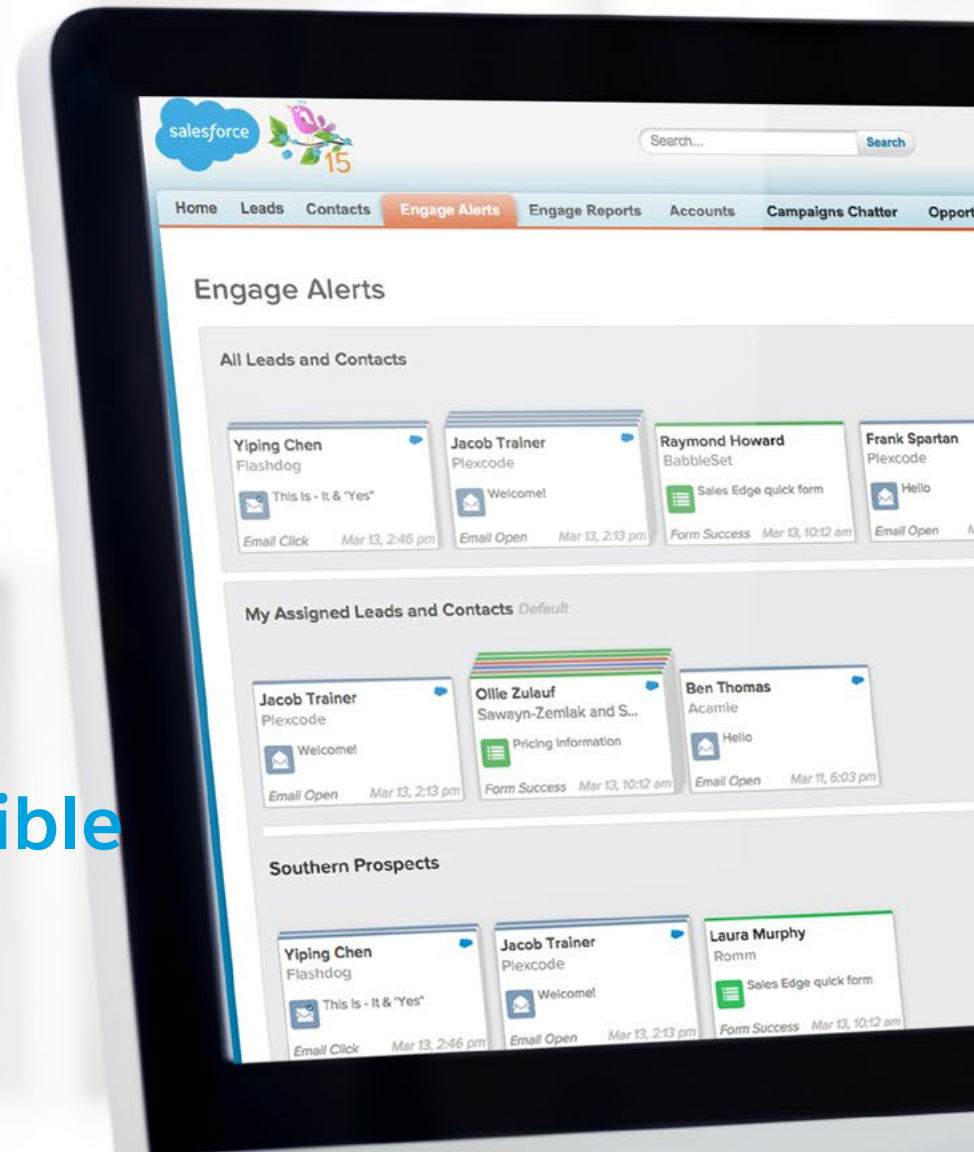
No 1

Qualify Leads Automatically

Before a lead even makes it to a salesperson, marketing automation tools like Sales Cloud can automatically handle most of the administrative work. Traditionally, every inbound lead would have to be researched and vetted by a member of the sales team, but no longer. With automation tools, leads can be automatically scored and graded by how well they fit a company's ideal lead profile.

“71% of successful companies cite lead scoring as most responsible for improving revenue contribution.”

The Lenskold and Pedowitz Groups, 2013 Lead Generation Marketing





“79% of top-performing companies have been using marketing automation for more than 2 years.”

Gleanster, Q3 2013 Marketing Automation Benchmark

No 2

Route Leads More Effectively

Once leads have been automatically scored and graded, cold leads can be added to lead-nurturing journeys, while warm leads can be routed to the appropriate salesperson based on location, industry, or business type. The administrative work is covered so sales people spend more time focused on what matters most: selling!

No 3

Have A 360-Degree View Of Your Leads

Customers expect more from the companies they patronize than ever before. Interactions should be personalized and tailored at every point in the sales process and beyond. This requires breaking down traditional departmental silos and connecting previously separate stores of data. A CRM solution is the foundation that can help make this happen.

“Companies that make extensive use of customer analytics are 126% more profitable than competitors.”

McKinsey & Company



No 4

Track Your Leads Every Step Of The Way

Salesforce can lend an extreme degree of visibility to areas that have long been a mystery. With a CRM system, you have records for each one of your leads. These records contain all relevant information about each prospect's recent activity and your sales team's interactions with that person. All of this data and all of these records add up to one complete view of your sales process, in stunning detail.

“Salesforce1 Sales Cloud users saw, on average, 49% faster response to customers and prospects.”

Salesforce Customer Relationship Survey, 2015

Nº 5

Never Lose a Deals Momentum

Prospects are now engaging in more places and ways than ever before. They expect to have their sales experience tailored to meet their needs at every stage and on any channel. This means modern sales professionals needs to not only understand where their prospects are in the sales process, but how to tailor their approach to each stage. Sales Cloud makes this process a breeze by helping identify sales stages, surface the right data, and suggest guidance.

“



of pipeline ends in no decision or stalled deals because sales has not presented value effectively.”

Sales Benchmark Index

Nº 6

Collaborate Effortlessly on Accounts

With collaboration at its core, a CRM solution allows you to leverage the collective intelligence of your entire organization for every deal. With easy file sharing, you'll always have access to the most up-to-date information and pitch decks. If a lead asks you a tricky question, you can find the person in your organization who knows the answer in seconds. You can bring the resources and knowledge of your entire organization to bear on every deal.

“

“Network performance” – how much people give to and take from their coworkers – has increased by 27% in the last 10 years.”

CEB

No 7

Close the deal from anywhere

Getting a deal past the finish line is often the most arduous part of the entire process. Using a CRM solution, especially one with a mobile app like Salesforce1, allows you to be ultra-responsive during negotiations, never creating a delay. Easy collaboration and communication directly in the tool makes adjusting pricing or consulting the legal team a breeze. With electronic signatures, you can also close a deal from anywhere.



“Salesforce1 Sales Cloud users saw, on average, a 40% increase in sales productivity.”

Salesforce Customer Relationship Survey, 2015

HydraForce keeps all their processes flowing at full power

CHALLENGE

No cross-department single view of customers

Customer requirements slipping through the cracks

Inefficiencies caused an inability to keep up with demand

SOLUTION

Provide collaboration and visibility across multiple lines of the business with Salesforce CRM

Custom apps now track complex engineering projects from sale to delivery

Full marketing tracking thanks to hubspot integration

RESULTS

Every team can go to one record to track project status

Increased communication across the organization

Provided accountability within and across all departments

Visibility into processes and key production and throughput metrics

PRODUCTS

Sales Cloud

Platform

40%

faster cycle time for engineering to process orders

12%

decrease in time it takes to reach task milestones

"I don't think you can put enough emphasis on how efficient Salesforce made our team."

David Price
Marketing Communications Manager



WHO IS HYDRAFORCE

Privately held and 1,100 employees strong, HydraForce is the world's #1 manufacturer of electro hydraulic cartridges valves and controls for heavy equipment and industrial machinery. It holds manufacturing in North America, Europe and Asia, and is supported by 120 stocking distributors across the globe.

MANUFACTURING
Sales Cloud, Platform



Sales solutions that will make your business more productive

Customers who use Salesforce
report seeing, on average:



Salesforce helps you grow sales with a transparent and repeatable sales process. That's why it's the world's #1 CRM (customer relationship management) solution. See how we can help you grow sales — and business, faster.



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