



Salesforce Presents

**EIGHT**

•• GAME-CHANGING ••

**SMALL**

*Businesses*

# SMALL BUSINESSES ..... ARE CHANGING ..... **THE WORLD**

From the way we hail taxis and book flights to how we pay for healthcare, small companies are changing the world by changing the way business is done.

And some of the most successful have done it by leaving behind the world of spreadsheets, sticky notes, and a patchwork of apps to focus on achieving their business vision.

In this book, we focus on eight growing companies who are doing just that by using Salesforce to find, win, and keep customers. And change the game forever.



[See more about how Salesforce helps small businesses. Watch Demo](#) 





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# THE SALESFORCE

## ADVANTAGE FOR SMALL BUSINESS

**FINDING, WINNING & KEEPING  
CUSTOMERS TO GROW**

Salesforce was “born cloud” and founded around one core idea: making our customers successful. To do that we did more than just build the world’s #1 customer relationship management solution. We built an extendable platform with four distinct advantages so that companies like yours have a truly competitive edge in the marketplace.

*No hardware.*

*No software.*

*No headaches.*



# FOUR WAYS SALESFORCE HELPS SMALL BUSINESSES SUCCEED EVERY DAY



## Trust.

With 99.9% uptime, Salesforce is always on. And it delivers a robust and flexible security architecture built to the requirements of the most stringent companies on the planet. Then, so you can see our reliability in real time, we created [trust.salesforce.com](https://trust.salesforce.com).



## One set of code with automatic and seamless upgrades.

Our database enables us to run every single one of our customers on the same set of code. This has democratized software and lets small businesses leverage the same powerful technology as the world's largest organizations. Our seamless upgrades come automatically three times a year.



## Customization tools like no other.

At Salesforce, we know every business has different needs. That's why Salesforce lets you customize with clicks, not code. There is simply no other platform that makes it as easy to customize, tailor, and align with your core business processes.



## An ecosystem of apps to make you more productive.

Salesforce is a true platform. This means our partners build apps you can plug into Salesforce to do more, when you need to. And just as you find phone apps on the App Store, you can find these business apps on the Salesforce AppExchange. Everything from marketing and customer service apps to sales apps and more.

## WE MEASURE OUR SUCCESS BY YOUR SUCCESS

Companies using Salesforce report that they are able to:



Find more customers, faster.



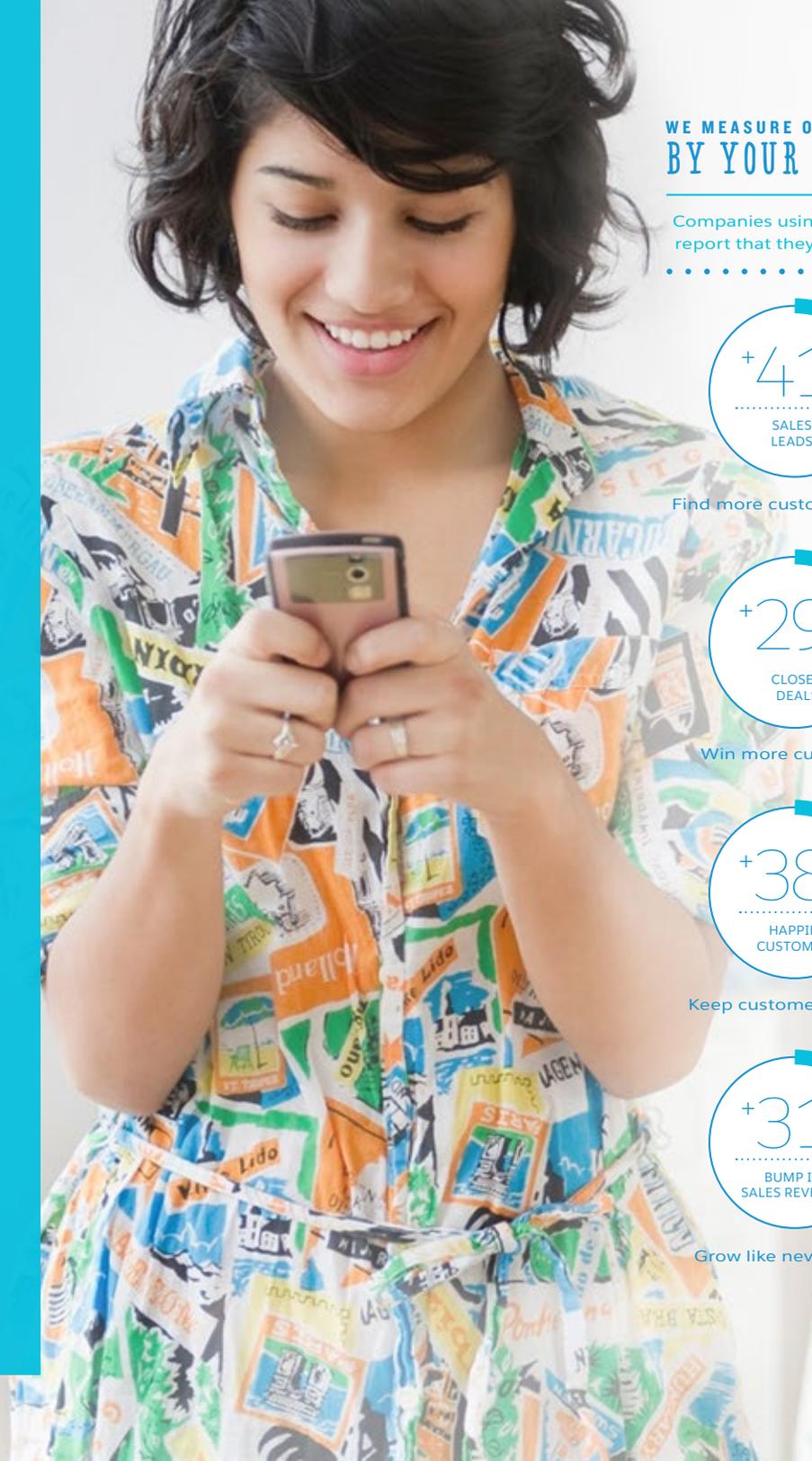
Win more customers.



Keep customers happier.



Grow like never before.



Report	Date Range (Based on 12am EST)	Filter	Tags	Visitors	Prospects	Assigned	Cost / Prospect	Opportunities	Prospects	Cost	Revenue	ROI
nt_Optimization_Newsletter7_11_2012				1210	450	400	\$0.32	150	15%	\$2.45	\$0.40	\$1008.00 23%
press-marketing-automation-101				2374	1304	1134	\$0.12	832	65%	\$0.25	\$12.30	\$7250.00 72%
10-8283_f_11081111_7_2011				176	30	16	\$0.11	10	7%	\$1.32	\$140.00	\$600.81 94%
101-StartupGessip_20121015				5030	1222	877	\$12.98	701	18%	\$14.35	\$230.00	17842.00 52%
101-StartupGessip_20121015				982	423	423	\$0.40	210	50%	\$76.81	\$39.50	4278.00 30%
101-StartupGessip_20121015				20478	11023	11023	\$0.05	889	39%	\$9.38	\$23.00	22835.00 61%



*Once upon a time,*

a salesperson was a first point of contact between a prospect and a business. Today, that first touchpoint is most likely some form of marketing material – an email, a blog, a Web page, or a tiny paid ad on a search engine result.

Just how important is marketing for a small business when it comes to finding customers?

Check out the numbers.

## FINDING CUSTOMERS

**94%** OF B2B SMALL BUSINESS MARKETERS

**USE CONTENT MARKETING**

(CMI)

**85%**

OF B2B SMALL BUSINESS MARKETERS SAY

**BRAND AWARENESS**

*is their top goal*

**FOR CONTENT MARKETING**

(CMI)

**34%** OF B2B SMALL BUSINESS MARKETERS

**OUTSOURCE**

**CONTENT CREATION**

(CMI)

See all our Marketing resources to help you find customers >



**GEORGE STREET**  
PHOTO & VIDEO

**INDUSTRY:**  
Services

**Success with Salesforce**

- Entry into 50 new markets
- 508% increase in leads
- Countless images of joy

**Salesforce Products Used**

- Pardot
- Marketing Cloud
- Sales Cloud
- App Cloud
- AppExchange

# GEORGE STREET MAKES PERFECT MATCHES WITH SALESFORCE

*George Street handles five times more weddings with the same number of staff by having one unified solution for sales, service, and marketing from Salesforce.*

If a picture is worth a thousand words, a wedding day should yield a lifetime of memories. From its early days as a three-person shop, George Street Photo & Video earned accolades for capturing on film the special moments of a couple's big day. But "happily ever after" didn't really start until George Street left behind haphazard ways of managing leads through spreadsheets and emails. With Salesforce, George Street found a better way make matches between happy couples and photographers.

"Our goal has always been to match the client with the perfect photographer and videographer," says President Michelle Mantel. "Salesforce not only makes that possible, it makes it easy."

***"We handle five times more leads with Salesforce."***

*Michelle Mantel, President*

George Street uses Pardot from Salesforce to automate email campaigns and nurture new leads. The company can now handle five times more leads and five times more weddings compared to a few years ago. George Street has also reduced appointment prep time from nearly one hour to five

minutes, and decreased the time from contact to contract from one week to 24 hours.



Pardot integrates with the rest of George Street's Salesforce solution to match customers with photographers and videographers from its nationwide stable of resources, as well as to help automate the company's back-office operations. The net result is more time to focus on finding happy couples and capturing the joyous images of their weddings.

"Salesforce is a huge key to our growth," says Mantel. Talk about a perfect match.

**[See Pardot in action. Watch Demo](#)**



INDUSTRY:  
Manufacturing

### Success with Salesforce

Cost-per-lead cut from \$1,200 to \$200

Conversion rate on quotes to orders rose from 12% to 23%

Instantaneous communications between sales reps on deals with long sales cycles

### Salesforce Products Used

- Data.com
- Pardot
- Sales Cloud
- Service Cloud
- Community Cloud
- App Cloud
- Salesforce1 Mobile App
- Chatter
- AppExchange

# STURTEVANT MINES FAMILY TRADITION TO FIND THE FUTURE WITH SALESFORCE

*Sturtevant, a family-owned business, grew to meet the challenges of today's world by consolidating all its business systems into one customer view with Salesforce.*

What do the makers of pharmaceuticals, 3-D printing devices, and the windows on a Boeing 787 have in common? They all turn to Sturtevant for the designs, machines, and services that turn raw materials into innovative products that bring wonder to every-day life.



"We do cutting-edge research with high-performance materials," explains Sam Rajkovich, Vice President, Sales and Marketing. "And we work with the world's major mining and mineral companies." So when companies like GE, Boeing, 3M, and Alcoa need technological know-how and superiority to produce advanced materials, they knock on Sturtevant's door.

But success comes with challenges, and keeping up with inbound leads combined with a system

of six disconnected databases didn't make finding complete, reliable customer information easy. Data.com and Sales Cloud from Salesforce changed all that by creating a single place in the company to find customer information and deliver accurate, clean, and complete contact and account info on new and existing leads.

*"Salesforce helps us get quality leads then helps us nurture them like no other CRM."*

*Sam Rajkovich,  
Vice President, Sales and Marketing*

Sturtevant also uses Pardot from Salesforce to qualify and nurture leads, and run automated marketing campaigns to help cut cost-per-lead massively. Even better, a new, persona-driven website will soon take the company's digital marketing a step further, helping it find the next wave of customers. Rajkovich tried other CRM solutions before he made Salesforce an integral part of Sturtevant's daily routine. "Salesforce is the only one I can say makes me money. That's the bottom line."

**See Data.com in action. Watch Demo** [▶](#)

## Today's digital realities mean

that the way salespeople interact with prospects – and even existing customers – needs to evolve beyond the sticky notes, reporting spreadsheets, and a patchwork of apps from days past.

But how exactly has the sales process been changing?

Here are just a few stats.

WINNING CUSTOMERS

**60%** OF THE SALES CYCLE  
OCCURS  
BEFORE BUYERS ENGAGE

(IDC)

**58% OF PIPELINE  
ENDS IN NO DECISION OR STALLED DEALS**

**BECAUSE**

SALES HAS NOT PRESENTED VALUE EFFECTIVELY

(SALES BENCHMARK INDEX)

**COMPANIES THAT USE EXTENSIVE ANALYTICS ARE**

**126% MORE PROFITABLE**

*than competitors*

(MCKINSEY & COMPANY)

[See all our Sales resources to help you win customers](#)



# SURFAIR

INDUSTRY:

Hospitality, Transportation

**Success with Salesforce**

Unlimited flights in California for one monthly fee on executive 8-seater aircraft

A gate concierge who knows you (with a little help from Salesforce)

Free checked bags, free parking, no-wait security pass

**Salesforce Products Used**

- Sales Cloud
- Data.com
- Community Cloud
- Service Cloud
- Pardot
- AppExchange

# SURF AIR TAKES EXECUTIVE TRAVEL TO NEW HEIGHTS WITH SALESFORCE

*Surf Air uses Salesforce to manage every customer touchpoint perfectly, leading to growing demand with over 2,000 customers and a 600-person waiting list.*

Surf Air has been called “a disruptor of tomorrow” by *Fast Company* and “the future of flying” by *Forbes*, but when it comes to winning customers over, the company has reached the stratosphere. Launched in 2013 as the first ever “all you can fly” airline, Surf Air’s members fly up and down the California coast with ease for one monthly subscription fee.

“Time is the new commodity,” explains Justin Hart, VP of Member Acquisition. “For our members, the pain of air travel isn’t an option. They need to get up and down the coast without looking up a schedule, booking a flight, arriving at the airport hours in advance, and then waiting in long lines to get to the gate. We take care of all that.”

**“Our airline is built around our members’ needs. Salesforce helps keep us on our flight plan.”**

*Justin Hart, VP of Member Acquisition*

It’s a flight plan that’s grown to 2,000 members with no signs of slowing down, which is why Surf Air turned to Salesforce. “Our airline is built around our members’ needs. Salesforce helps us track all of our relationships and manage our guest list.”

Using the world’s #1 CRM system, reps are able to set up test flights for customers so they can experience the ease of flying Surf Air firsthand. Then they follow up with customized emails sent directly from Salesforce. The “Uber of the skies” also uses Salesforce to find the right customers in the specific geographies it serves, tracking flight preferences once they join. This level of personalized service leads to both winning and creating loyal customers.



“Our customers love us. And Salesforce is an important part of building and sustaining that love,” says Hart.

**See Salesforce in action. Watch Demo** [▶](#)



# asana:

INDUSTRY:  
High-Tech

### Success with Salesforce

Keep sales conversations in context to reduce email

Automatically capture clean, accurate customer data

Use customer support feedback to deliver a better product roadmap

### Salesforce Products Used

SalesforceIQ  
Desk.com

# SEEING CUSTOMER RELATIONSHIPS BETTER MAKES WINNING DEALS EASIER

*Salesforce helps Asana sell smarter and deepen relationships with great customer service, focusing on customers like never before.*



How many times have you searched through email for “that thing” someone asked for? Once a quick way to communicate, today email makes it hard to share information because data and documents are lost in long chains. And when you’re spending time digging around email threads, it’s hard to focus on what business is really about: people getting things done.

Which is why for Asana, the words “customer focus” are more than marketing speak. Asana builds software that empowers teams to do great things together. It’s the best place to track your work with your team, so you can drive projects to completion and produce great results. Asana is easy enough for anyone to use, and powerful enough for everything you’re working on. Some of the best companies in the world – like Uber, Dropbox, and Pinterest – use

it to run their companies, keep themselves organized, and do great things.

So when seasoned tech entrepreneur Kenny Van Zant looked for a CRM system to deliver on the promise of streamlined collaboration, he chose SalesforceIQ. As Van Zant says, “SalesforceIQ offers a more people-centric way to track and collaborate on sales relationships. And it’s incredibly easy to get started.”

*“With Salesforce we can easily share the data we need to develop long-term relationships.”*

*Kenny Van Zant, Head of Operations*

Now teams track sales activity, customer success programs, and post-sales workflows with customers. And instead of sending internal emails, teammates use SalesforceIQ to comment in the stream. So conversations stay in context and reps can assign follow-ups when they hand deals off to colleagues. Then, to deepen those relationships, Asana uses Desk.com customer support from Salesforce to read and track every piece of customer feedback. “It’s instrumental in building a roadmap to deliver what customers really want,” says Van Zant.

**See Salesforce in action.** [▶](#)



## *A great thing about*

our 24/7 always-on world is that your customers always have a way to reach you. The hard thing about our 24/7, always-on world? Your customers always expect you to be reachable.

The numbers tell the story of just how critical it is to create customer loyalty these days.

## KEEPING CUSTOMERS

**54%** OF RESPONDENTS WOULD CONSIDER  
**INCREASING THE AMOUNT OF BUSINESS**  
**THEY DO WITH A COMPANY**  
 FOR A *Loyalty Reward*.  
**46% SAID THEY ALREADY HAD**

(CLICKFOX)

**50.4%** OF COMPANIES  
*can't identify*  
**THEIR MOST LOYAL CUSTOMERS**

(ACXIOM, 2014)

**BUSINESSES THAT ARE**  
**PERSONALIZING WEB EXPERIENCES**  
 ARE SEEING A  
**19% INCREASE IN SALES**

(REALITIES OF ONLINE PERSONALIZATION REPORT, 2013)

See all our customer service resources to help you keep customers happy >



INDUSTRY:  
Healthcare, Financial Services

**Success with Salesforce**

Cut 15 to 20 minutes of data gathering out of every phone call

Answer customer questions quickly and efficiently through self-service tools

Create a faster onboarding process for providers joining the Prosper financing network

**Salesforce Products Used**

- Service Cloud
- Community Cloud
- Chatter
- Sales Cloud
- Pardot
- AppExchange

# AFFORDABLE PAYMENT OPTIONS FOR PATIENTS: HEALTHY BUSINESS FOR PROVIDERS

*Prosper Healthcare Lending automates processes, connects employees to vital data, and manages all aspects of the customer relationship to create healthy growth with Salesforce.*

It's no secret that healthcare is expensive. Even with insurance, many procedures aren't covered. And with the tripling of participation in high-deductible healthcare plans since 2009, this isn't just an issue facing patients; it's a problem for healthcare providers, too.

*"To create the surprise and delight factor for our customers, we keep it all coordinated with Salesforce."*

*Nick Sorensen,  
Senior Director of Healthcare Operations*

The founders of Prosper Healthcare Lending saw an opportunity and stepped in. They took the loan process online and made it available in healthcare offices. Prosper lets patients apply and get small loan decisions on the spot so providers can deliver care with a guarantee of payment without incurring credit card merchant costs of 5% to 15%.

One of the keys to success has been in keeping relationships with healthcare providers in its network healthy. For that, Prosper turned to the customer service tools offered by Salesforce. "A customer success manager," says Nick Sorensen, Senior



Director of Healthcare Operations, "can get an inbound call and know everything he needs to know about that account – loan history, patient application data, you name it – immediately." According to Sorensen, that can cut as much as 20 minutes out of phone calls so the relationship manager can focus on the customer's needs rather than data gathering. Additionally, Prosper's patient success teams field questions from both providers and patients seeking loans via Salesforce Live Agent, as well as Community Cloud. "Salesforce is more than a sales optimization tool," says Sorensen. "It's a platform with a huge set of tools to connect with our customers – whether they're patients who need help, or providers who are trying to give their patients the care they need." And that keeps everybody healthy.

[Take a closer look at the Prosper's success](#) ➤

[See how Salesforce makes customer service easy.](#)  
[Get the ebook](#) ➤



**MUNCHERY**

**INDUSTRY:**

Services, Food & Beverage

**Success with Salesforce**

Agents resolve 330 cases a day

The company keeps up with accelerated growth

Every employee can help out as a service agent

**Salesforce Products Used**

Desk.com

# MUNCHERY COOKS UP DELICIOUS EXPERIENCES WITH SALESFORCE

*When it comes to delivering delicious experiences, Munchery relies on Desk.com from Salesforce to keep customers happy.*

“Our goal is to go above and beyond, so that ultimately we can turn someone from a frustrated customer into an evangelist,” says Conrad Chu, CTO and Co-Founder of Munchery. His company, which delivers fresh meals created by leading chefs, uses Desk.com from Salesforce to provide awesome customer service every time.



Munchery’s been using Desk.com since it outgrew a shared Gmail account just a few months after launching. They deployed Desk.com in just one hour and now have four dedicated agents. Because Desk.com offers a pricing model for “flex” agents, 12 additional employees pitch in to help with customer service during busy times. The entire company listens to customers and works together to go above and

beyond. And with Desk.com’s mobile app, they can help customers from anywhere, at any time.

*“With Desk.com, we deliver great service along with our amazing meals.”*

*Conrad Chu, CTO and Co-Founder*

Today, Munchery’s agents resolve 330 cases each day. And with Desk.com’s reporting and dashboards, they can always see how they are performing as a company. They measure customer satisfaction and track issues with their website or ordering process. Feedback is shared with chefs and operations to continually optimize food options and delivery – and keep customers happy.

But Salesforce also delivers insights that influence the business even more deeply. For instance, by monitoring trends in orders carefully, Munchery can tweak its menu by city and buy ingredients more effectively. So when the market presents an opportunity like a good bulk price on kale, they can buy more, knowing if they put it on the menu in San Francisco it always sells out.

For Chu, that’s a delicious place to be. As he says: “With Desk.com, great customer service is always on our menu.”

**[See Desk.com in action. Watch Demo](#)**



## *From apps that run*

your back office to social media campaigns to get closer to your customers, today's businesses are growing in new and exciting ways. But a patchwork of apps that aren't connected can keep a company back. For example, how often have you wished the data in an email thread, Excel spreadsheet or Google document was also in your CRM? With Salesforce, your company doesn't feel unnecessary pains as you grow because the AppExchange provides an ecosystem of apps for every department, role, and industry to help you do more with less.

Here are a few stats about how customers trust Salesforce to help them grow.

➔ CONNECT EVERYTHING YOU DO ➔

**SALESFORCE IS  
A PROVEN PARTNER FOR GROWING COMPANIES**

WITH OVER 3,000,000 APEXCHANGE APP INSTALLS

**71%**

OF ALL SAELSFORCE CUSTOMERS USE ONE OR MORE

**APEXCHANGE APPS**

**TO ACCELERATE GROWTH**

**44% OF ALL APPS ON THE APEXCHANGE  
ARE FREE OF CHARGE**

(<http://www.slideshare.net/salesforce/salesforce-app-exchangeappsforsmallbusiness>)

**CUSTOMERS REPORT THAT WORKING WITH SALESFORCE HELPS THEM GROW WITH**

**2,800+** APPS ON THE APEXCHANGE TO EXTEND SALES, SERVICE, MARKETING AND MORE

**52%** FASTER DATA AND APP INTEGRATION

**55%** FASTER BUSINESS APP DEPLOYMENT

**31%** MORE REVENUE AS COMPARED TO NON-SALESFORCE USERS

[See how we help you keep up with growth](#) ➔

# HOW A FAMILY BUSINESS GREW TO ENRICH LIVES AROUND THE WORLD



INDUSTRY:  
Beauty

### Success with Salesforce

Global network of lash stylists that can be tracked in one system

A holistic, centralized database that is customizable and configurable to fulfill unique and comprehensive business needs

### Salesforce Products Used

- AppExchange
- App Cloud
- Sales Cloud
- Service Cloud
- Chatter
- Community Cloud
- Pardot

*Xtreme Lashes by Jo Mousselli\* brings business processes and data together with Salesforce to accelerate growth and expand to more than 33 countries.*

Some businesses start with doodles on a napkin. Others with dreams in a garage. For Jo Mousselli, the game room was the center of it all – with help from her family. “My husband and children each played a role,” says Mousselli. Without any blueprints, Jo and her family established industry standards by applying her medical expertise and holistic approach to defining the process and art of semipermanent eyelash extension application.

*“Salesforce is like a living, breathing, evolving organism. Just like we are”*

*Jo Mousselli, RN, President, Founder, and CEO*

Today, in addition to being the global leader in the semipermanent eyelash extension industry, Xtreme Lashes by Jo Mousselli is also at an industry forefront with its proprietary line of specially formulated eyelash extension-compatible cosmetic products.

And with the customer at the center of the business, Xtreme Lashes relies on Salesforce for unmatched customer service and to provide stylists with the tools to succeed. “We needed a single cloud-based platform to store all our data, run apps for every

department, and deliver value,” says Ali Moshfeghian, COO. “Salesforce provided all that, and more.”

“Some say you can’t do inventory or financials on a CRM,” Moshfeghian explains. “But you can get so much added functionality from the AppExchange. We use Ascent as our ERP to manage supply chain, including purchase orders, inventory, and order fulfillment, and FinancialForce to manage our accounting. With these systems, we implemented our entire back end on Salesforce in only three months. Typically that takes six months to a year – it is that incredible.”



“We were founded to empower and enrich lives through beauty – the lives of the beauty professionals who provide the service, and the lives of the women who receive the service. We fulfill this mission more effectively and more efficiently with Salesforce,” says Jo Mousselli.

**Take a closer look at Xtreme Lashes’ success** [➤](#)



INDUSTRY:  
Services, Food & Beverage

### Success with Salesforce

From 5 employees to 73 employees  
Today, serving over 6,000 restaurants

### Salesforce Products Used

- AppExchange
- App Cloud
- Sales Cloud
- Service Cloud
- Marketing Cloud
- Chatter

# AVERO COOKS UP INSIGHTFUL DATA FOR RESTAURANTS WITH SALESFORCE

*Avero has leveraged Salesforce to grow from just five employees in 2004 to 73 in 2015, serving over 6,000 restaurants in over 51 countries.*

Information is the key to success for most small businesses. However, as a restaurant CFO, Damian Mogavero was too often in the dark about how his business actually ran. “I’d ask my chefs and managers, ‘Who are your top and bottom servers? Why are food and labor costs going up?’” he recalls. “They’d give me blank stares.”



Mogavero founded Avero so restaurateurs could answer those key questions. By compiling and delivering point of sale labor data, “we provide those insights in a way that makes obvious what business decisions you need to make,” Mogavero says. Avero highlights performance, flags trends in costs, and can even help root out the sources of restaurant theft. And Salesforce has been Avero’s secret ingredient. To give sales visibility into pipeline, Avero started with

Sales Cloud. But as the company grew, it became clear supporting customers needed to be a priority too, so Avero added Service Cloud. This allowed the company to leverage customer data from a single place to scale with growth. The next half-decade saw the adoption of other products: Chatter for collaboration; Community Cloud for self-service communities; Knowledge to find service documents and answers fast.

*“We take very good care of our customers and we use Salesforce to keep track of it all.”*

*Damian Mogavero, CFO*

In 2014, Avero started using the various apps available on the Salesforce platform to help facilitate communication across all departments at Avero. This allows teams in New York, Las Vegas, and Dallas to all feel connected, even while being miles away. “We’d love to one day be the App Store for our industry,” Mogavero says.

Today Avero serves some of the biggest names in the industry and has more than 50 reseller partners. “We take very good care of customers across many touch-points. Salesforce tracks it all,” Mogavero explains.

**See how the AppExchange helps you do more with the resources you have** [➤](#)

# GROW LIKE ..... NEVER BEFORE ..... WITH SALESFORCE

You've seen in this book how eight small businesses from nearly every industry are focusing on what matters to them most by using Salesforce to find more customers, win more business, and keep their customers happier.

Now discover how Salesforce can help you connect and succeed with customers to grow like never before.

[See a demo >](#)

[See more stories >](#)

[Talk to an agent >](#)

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OR CALL 1-800-667-6389





CONNECT TO YOUR CUSTOMERS  
IN A WHOLE NEW WAY

