

# 7 big breakthroughs in 2014 for sales



# Get to the future, faster. Your sales team will thank you.

To grow revenue, you need more than a simple Customer Relationship Management (CRM) application. That's why we put together this handy overview of our key sales breakthroughs for 2014.

Managing contacts is just the beginning. With the world's #1 CRM, you can track all sales activity — every lead, opportunity, and customer — and take action from wherever you are. So you can spend more time selling, less time slogging through data. You'll sell to the right people, armed with their personal marketing data and social insights. Any newfound time goes right back into improving the team, so you can shatter past sales records.

When you connect with customers in a whole new way, you succeed faster. Because relationships are everything. Turn the page to get the full download from Salesforce.com — we're here to help you succeed.

**Too busy to read?**

[Go straight to our Sales Performance demo ›](#)





## 1. Close more deals faster, from anywhere with the world's #1 CRM.

The Salesforce1 platform gives the Sales Cloud power it's never had before—and puts it right at your fingertips. Now salespeople can create custom apps without ever calling IT, and access more data and more insights, faster than ever.

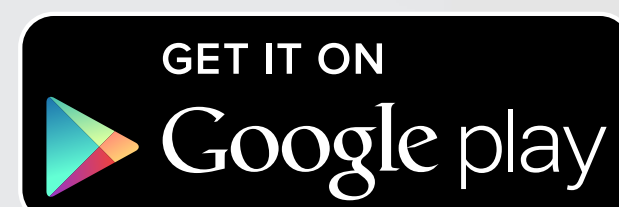
[See Salesforce1 in action >](#)

## 2. Introducing the most powerful sales tool yet: the Salesforce1 Mobile App.

Stay connected, no matter where you are. Get automatic updates for everything that matters to you, right in your feed. The Salesforce1 Mobile App is open API and social, so you can practically run your business from your phone. Plus, it's fully customizable. So you can create a new lead from seat 14A, or check your opportunities while you grab a morning cup. To make the most of every moment — even on your most hectic days — the Salesforce1 Mobile App gives you cues for which items take priority, based on your day's schedule and tasks. So you can focus on what really matters.

Plus, take any action with a click. Close a deal, open a case, create customizable actions specific to your business, and even integrate third-party apps. It all works together seamlessly.

Get the Salesforce1 Mobile App.





### 3. Be more productive.

Give your reps everything they need in one place with Sales Cloud, built on the Salesforce1 platform. So they spend more time selling, less time searching for information. Your reps can manage the entire customer cycle from lead to cash, without logging into multiple applications. All from the world's #1 sales app.

[See our proven sales performance tools ›](#)

## 4. Better data. Better sales.

With Data.com, you get instant access to millions of top-quality D&B company profiles and contacts, built right into the platform. No more wasted hours trawling the database for contacts — just start with better, cleaner data from the leading data providers. And since everyone is social, Data.com delivers social insights on your prospects and customers from sites like LinkedIn, Facebook, and Twitter right in the platform — so you never waste time on social networks.

Plus, with demand for inside sales up 54%, our new Sales Console makes it easy to compare multiple leads on one screen. So your reps spend more time selling and don't lose precious time clicking between tabs and screens.

[Be more productive with Data.com ›](#)





## 5. Grow and qualify your pipeline.

How many leads fall into a black hole, or never get followed up on? Nip this in the bud with marketing automation that gives reps visibility into marketing efforts, so sales and marketing can work together effortlessly.

Salesforce delivers marketing automation with Pardot to give your reps big sales insights. You'll see alerts on what leads to look at, lead scoring that highlights the better leads for you, and shows you which ones to call first. You can sell more, faster by pulling targeted lists and identifying cross-sell opportunities. This puts your sales efforts and marketing dollars where they really matter — and drives pipe.

[Drive more pipe with Pardot ›](#)

## 6. Gain business insights.

Take the pulse of your business in real time, by running complex analyses right in Salesforce. We help you make sure that pipeline actually counts towards your bottom line — instantly.

Real-time dashboards in Salesforce help you easily measure KPIs and align on common goals. Accurately plan territories and conduct whitespace analysis to optimize allocation of sales resources. Collaborative forecasts show your entire team's forecast at a glance, and break out the details of any individual rep's deals. So you know exactly where you're headed. Build joined reports, leverage data bucketing. Easily track lead volume, conversion rates, and every part of the pipeline. You'll gain crucial business insights, and be able to plan ahead with confidence.

Know exactly where your business is headed, instantly ›







## 7. Coach and motivate your sales reps.

With your departments and processes aligned, now you have more time to create learning opportunities that make every rep an “A” player. While a rep works with your customer on a deal, your experts can coach them in real time from anywhere in the world, taking notes and setting goals in Work.com — right on the Salesforce1 platform. Your reps can also set their own goals, confirm completion, and build credentials to show their growth.

And instead of waiting for the annual performance review, set up recurring lightweight performance check-ins to deliver quick, meaningful feedback on sales calls, ride-alongs, and demos right when they need it. So reps can learn faster and course-correct right away.

As your reps develop new skills and start really crushing it, it’s great to publicly recognize and reward their success. This builds morale and shows reps what they should emulate to become top performers.

[Make every rep an “A” player with Work.com ›](#)

# Drive performance. Drive 28% more sales.

Now that you've read *7 big Dreamforce takeaways for sales*, you can optimize your sales team with these 7 breakthroughs from salesforce.com. Our customers report major results:

**+36% sales productivity**

**+38% lead conversion**

**+26% more wins**

**Which all translates to +28% more sales.\***

Make the most of every moment.

Your company — and your customers — will thank you.

[See our proven sales performance tools >](#)

And ask your rep about the all-in-1 Performance Edition.





SELL. SERVICE. MARKET. SUCCEED.

Salesforce.com is the world's #1 customer relationship management (CRM) company. We help businesses transform how they connect with their customers across sales, service, and marketing. Our platform allows companies of any size to run their business seamlessly and grow faster in the cloud. For more information about salesforce.com (NYSE: CRM), visit [www.salesforce.com](http://www.salesforce.com) or call 1-800-NO-SOFTWARE.