

The Salesforce logo, consisting of the word "salesforce" in a white, lowercase, sans-serif font, is positioned inside a blue, cloud-like shape in the top right corner of the image.

salesforce

THE SALESFORCE ADVANTAGE

WHY YOUR COMPANY NEEDS
SALESFORCE NOW MORE THAN EVER

Introduction

THE SALESFORCE ADVANTAGE

Salesforce is a proven leader in customer relationship management. Consistently ranked by industry analysts like Gartner as a best-in-class solution for customer relationship management (CRM), Salesforce is the market leader for a reason. This e-book explores what sets Salesforce apart from its competitors and how Salesforce creates tremendous success for its customers and partners.

Table of Contents

- 01 Salesforce Increases Revenue
- 02 Salesforce Decreases Costs
- 03 Salesforce Powers Productivity
- 04 Salesforce Drives Innovation
- 05 Conclusion

Chapter 1

SALESFORCE INCREASES REVENUE

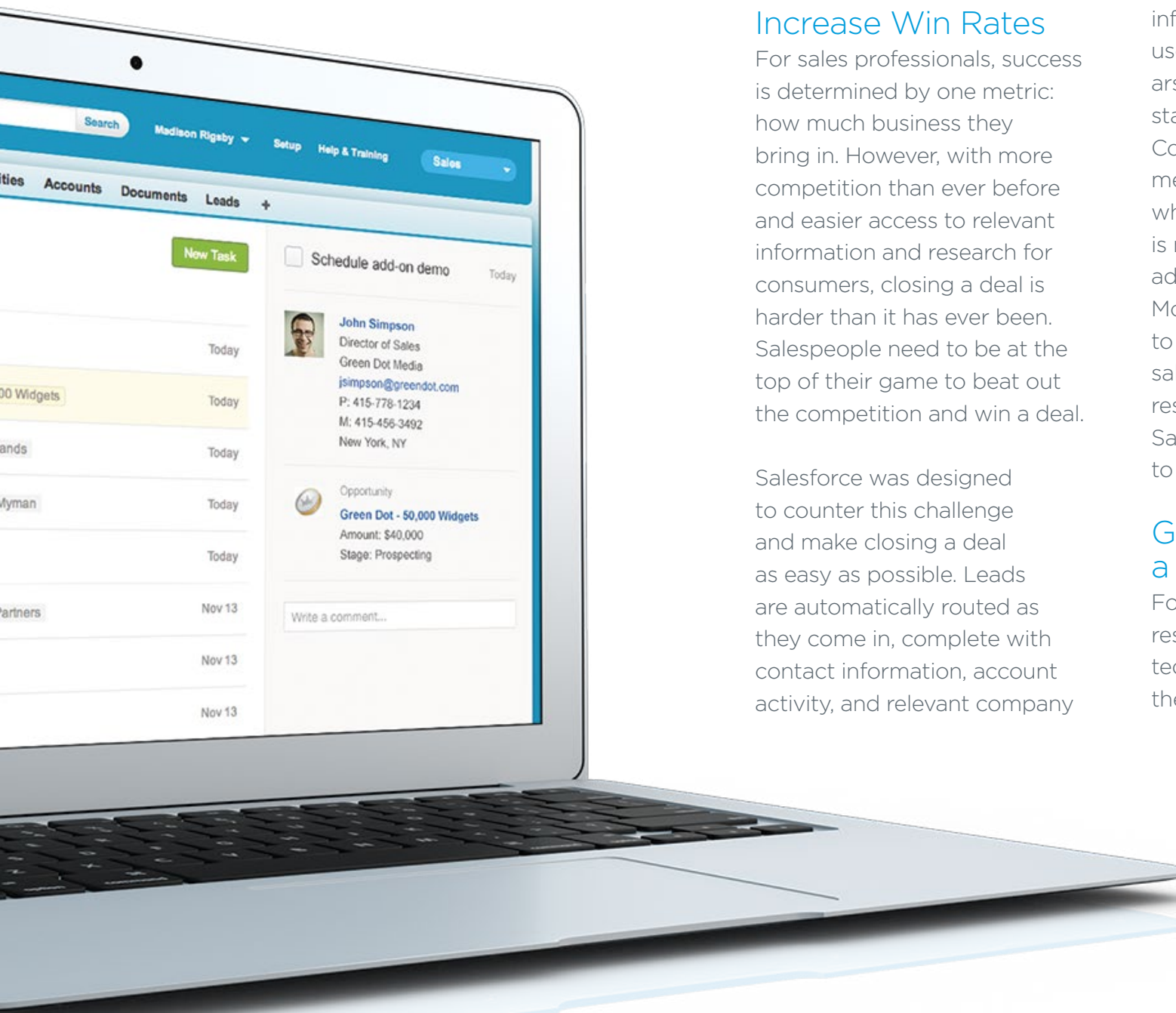
Sales teams are faced with a problem: According to a recent study by CSO Insights, salespeople spend only 25-30% of their time selling. The rest is spent on administrative work like qualifying leads, forecasting, routing leads, and researching.

Salesforce is designed to enhance a sales organisation's ability to sell, eliminating these daily distractions and allowing sales teams to do what they do best.

By increasing win rates, strengthening pipeline, improving the 360-degree view of a customer, and providing agility and technology the modern sales team needs, Salesforce creates a 20% average revenue increase for customers who switch from competitors. Let's see why Salesforce delivers such amazing results.



According to a recent study by CSO Insights, salespeople spend only 25-30% of their time selling.



Increase Win Rates

For sales professionals, success is determined by one metric: how much business they bring in. However, with more competition than ever before and easier access to relevant information and research for consumers, closing a deal is harder than it has ever been. Salespeople need to be at the top of their game to beat out the competition and win a deal.

Salesforce was designed to counter this challenge and make closing a deal as easy as possible. Leads are automatically routed as they come in, complete with contact information, account activity, and relevant company

information. Salesforce users immediately have an arsenal of information to start moving a lead to close. Comprehensive performance metrics make understanding what is working and what is not easier than ever. In addition, the Salesforce1 Mobile App makes it possible to sell from anywhere, allowing salespeople to be ultra-responsive. Every aspect of Salesforce has been designed to help users win deals.

Get a 360° View of a Customer

For the average salesperson, researching a lead can be a tedious process. Determining their last account activity,

understanding their industry and company, gleaned their interests and concerns from social media; the whole process takes up a vast majority of the time a rep spends on a particular account.

Salesforce takes all of this information and puts it in one place. A prospect's contact information is right next to critical details about his or her company. The prospect's recent activity on your website is recorded and curated right next to their qualification score and grade. All of your tasks and engagement history are easily accessible, making the research process faster and more effective.

Agility

Technology has dramatically changed the sales game. Where sales used to see a shift in tactics or strategy take place over the course of decades, technology has forced a sales organisation to adopt a new tactic or tool in a matter of days. For customers using entrenched, unwieldy on-premise systems, this level of agility is impossible.

Born cloud, Salesforce is amazingly agile and incredibly flexible to fit the needs of its users. Tools from Salesforce's robust product line can be added in minutes. Additional users can be added with a few keystrokes. Need new features and functionality? Salesforce offers three feature-rich updates each year, not just bug fixes. Salesforce puts you on the cutting edge and makes sure you stay there.

Salesforce is has a full suite of sales tools at your disposal:

- **Sales Path:** Sales Path breaks down the right steps to take at each stage of the buying cycle and provides the data you need to take action.
- **Sales Reach:** With easy-to-build lead nurturing campaigns, salespeople can run their own micro-campaigns to engage and nurture their leads on the fly.
- **Salesforce1:** Modern business are always on the go and always connected. With the Salesforce1 mobile app, your sales team will never miss a thing.
- **Analytics Cloud for Sales:** Salesforce makes it easy to get insights with robust filtering options and a visual interface that makes it easier to identify patterns and insights.



Customer Spotlight: Electronics

After switching to Salesforce, a major electronics manufacturer saw the following improvements to their business:

- \$4.2M realised revenues in FY15
- \$10.7M annualised net benefit
- 714% ROI over 5 years
- Reduced agent onboarding time by 66%, generating savings of \$300K
- Agent productivity increased by 17%
- Save \$1.6M per year on competitor's service costs

Chapter 2

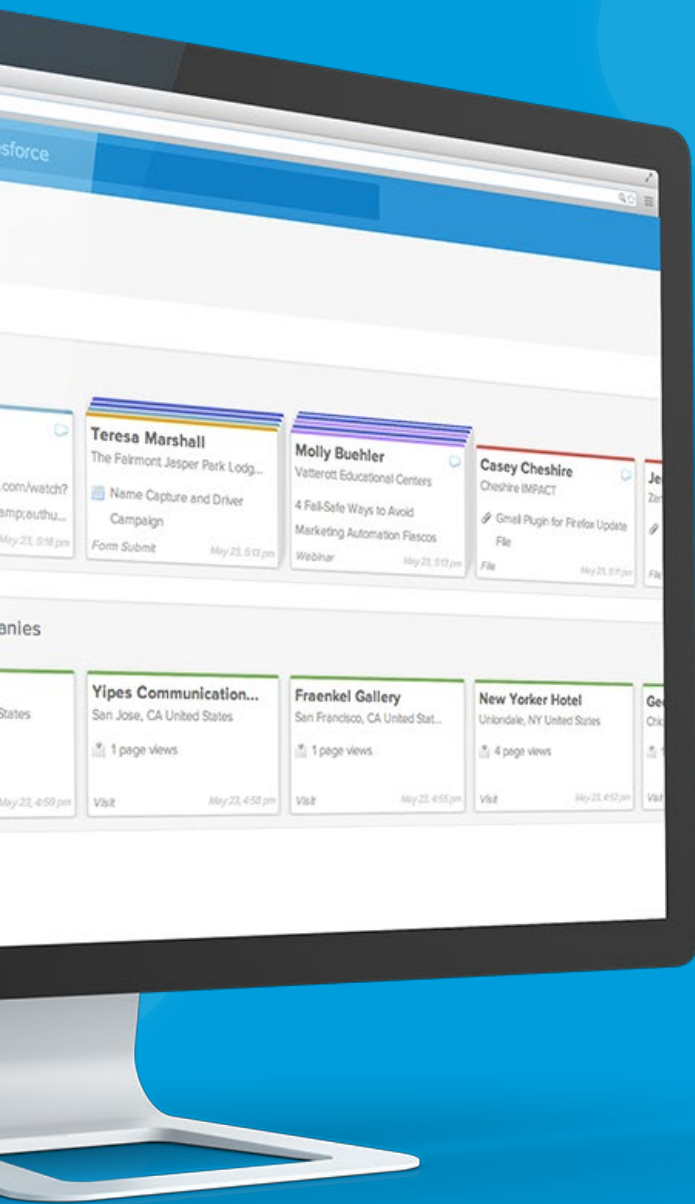
SALESFORCE DECREASES COSTS

While the cloud is ubiquitous in today's technological environment, Salesforce pioneered the concept way back in 1999. Cloud computing upended the traditional on-premise model, dramatically cutting costs and reducing risk.

In the 15 years since, Salesforce has perfected data center operations and helped the cloud computing industry grow to its current massive size and scale. Software as a service has become the predominant model for providing tools and technology due to its low cost and high efficiency for updates and service.

With its cloud-based product, Salesforce is able to dramatically decrease costs by requiring no hardware, providing better support, making it far easier to scale, and getting customers up and running 70% faster than on-premise competitors.

Software as a service has become the predominant model for providing tools and technology due to its low cost and high efficiency for updates and service.



Less Hardware, Less Manpower
On-premise solutions are remarkably expensive to set up and continue to eat through your budget as you add IT headcount and incur maintenance costs. If you want to scale your operation in the future, the the hardware costs will mount even higher.

By delivering a cloud-based solution, run entirely from a secure data center, Salesforce requires none of the upfront cost of its on-premise competitors. There is no hardware to be installed and no additional IT hires to be made. An entire company can be set up and pushed live with minimal cost and effort to the customer.

Faster Support

When it comes to sales and technology, any downtime at all can mean major lost revenue. When something goes wrong with an on-premise solution, it can take hours to get a technician onsite and even longer to get the problem resolved.


The modern sales organisation simply doesn't have that kind of time.

With Salesforce, maintenance happens automatically. If issues arise, a support technician investigates the problem in a matter of minutes, not days. This means less downtime, no expensive maintenance costs, and more time spent selling.

Easy to Scale

For an organisation running an on-premise CRM solution, scaling the business up or down requires a substantial investment, and therefore substantial risk. Scaling up requires adding hardware and staff and can take months to fully implement.

With Salesforce, additional users and additional functionality can be added with a few mouse clicks. No extra hardware, no extra risk. If you need to scale back down or restructure your organisation in the future, Salesforce painlessly changes with you.



Customer Spotlight:

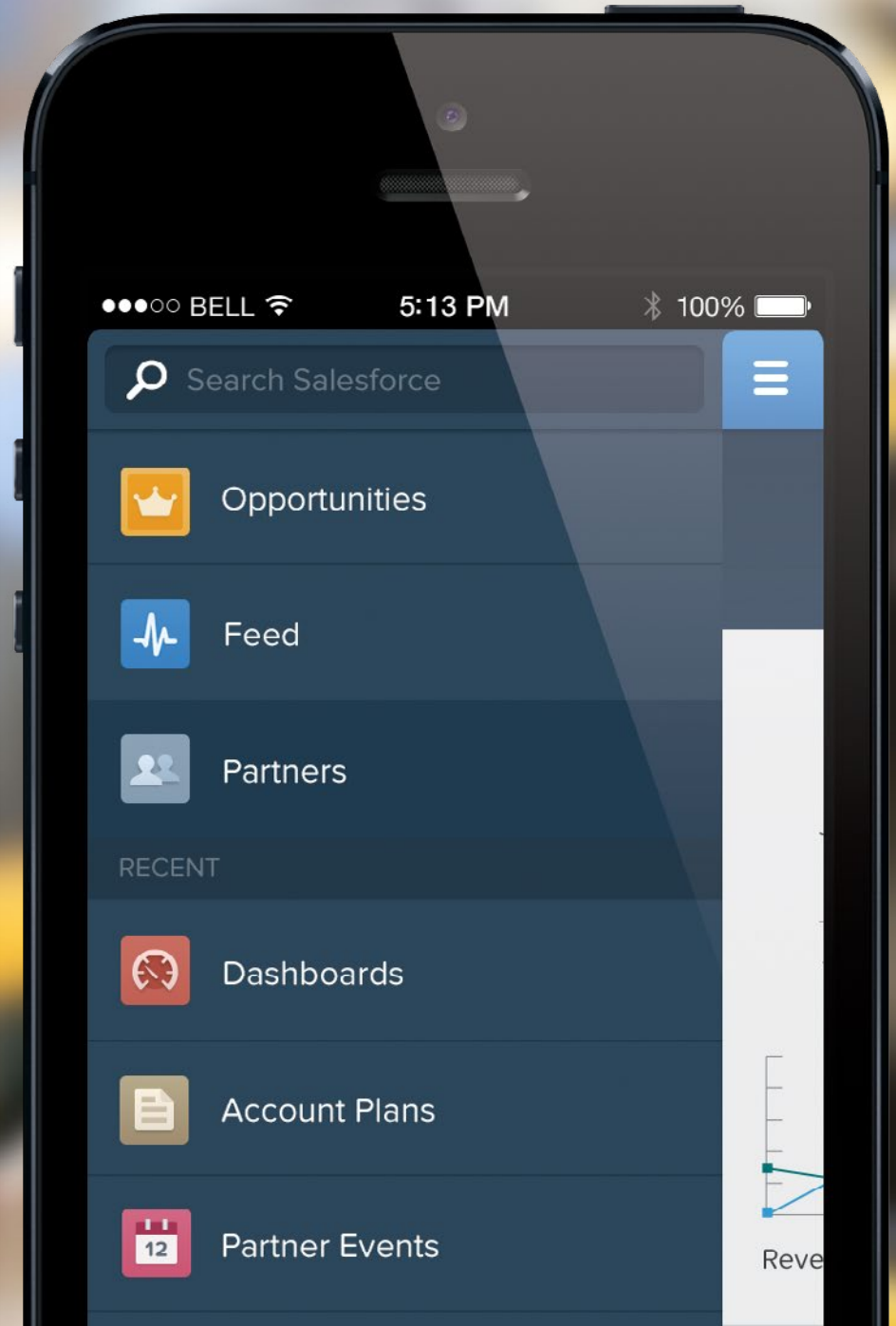
Wireless Provider

After switching to Salesforce, a major wireless provider saw the following improvements to their business:

- Initial global rollout in 5 months to 10K users
- Consolidated on 1 platform for relationship & opportunity management in 90 countries from 6 legacy systems
- Migrated 5.3M records from competitor to Salesforce
- Sales reps save 45 minutes per week with automated reporting
- Save \$1.6M per year on competitor's service costs

Take an interactive guided tour.

Learn how a sales manager and sales rep use Salesforce to manage their day. This interactive tour guides you through the different capabilities of Salesforce. Experience the world's #1 CRM app today.



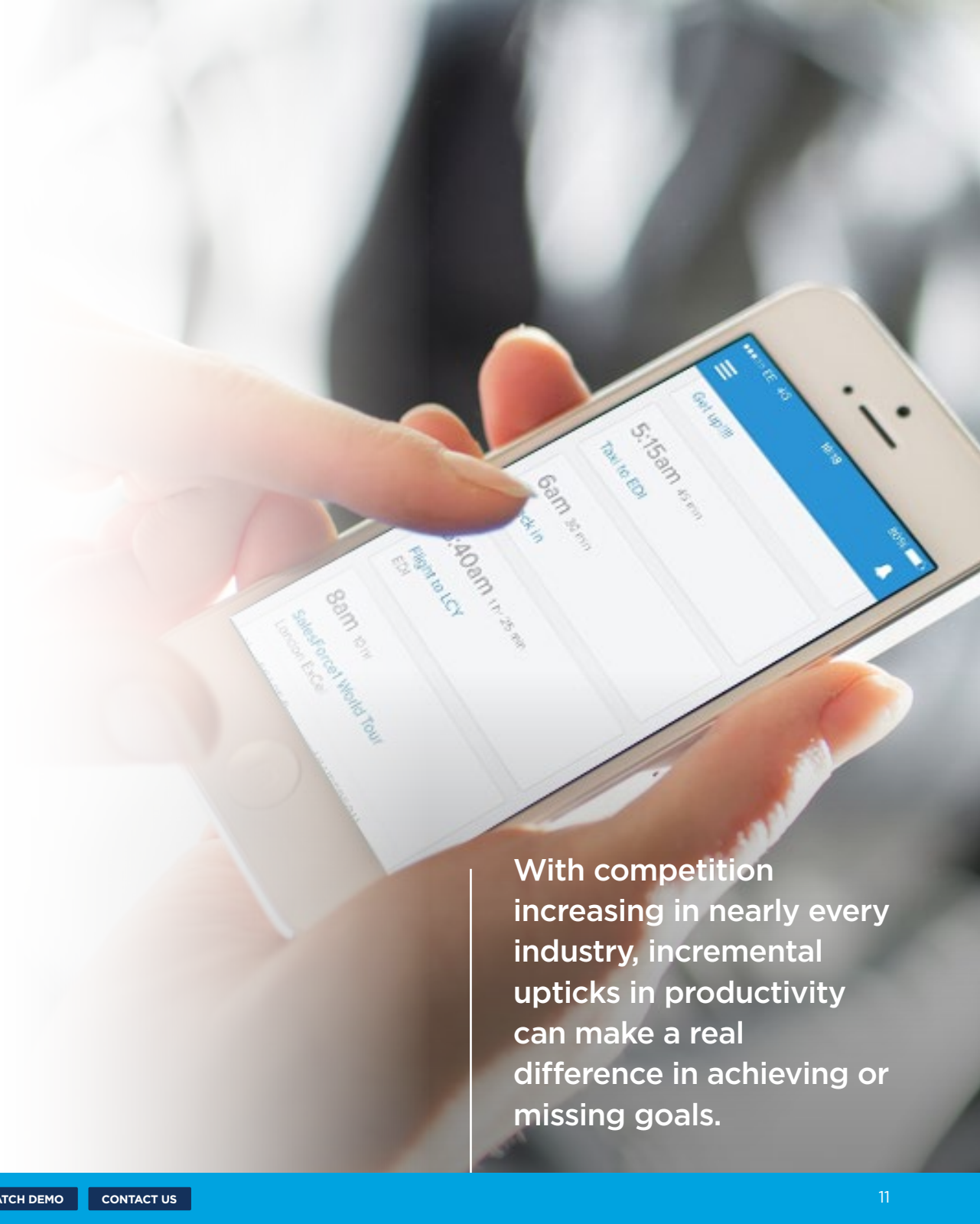
Chapter 3

SALESFORCE POWERS PRODUCTIVITY

We are a nation obsessed with productivity. We look for tricks to “hack” our way through life, squeezing the most out of every minute. And this drive to excel is for good reason. With competition increasing in nearly every industry, incremental upticks in productivity can make a real difference in achieving or missing goals.

This is especially true of sales, where a few extra phone calls, a few more customer data points, or a little more performance analysis can make the difference between having a good quarter and absolutely crushing it.

Salesforce is designed to enhance the productivity of its users. With industry leading mobile technology, social collaboration at its core, and the flexibility to allow users to work the way they want, Salesforce can turbocharge a salesperson’s productivity and push them to be more productive than ever before.



With competition increasing in nearly every industry, incremental upticks in productivity can make a real difference in achieving or missing goals.



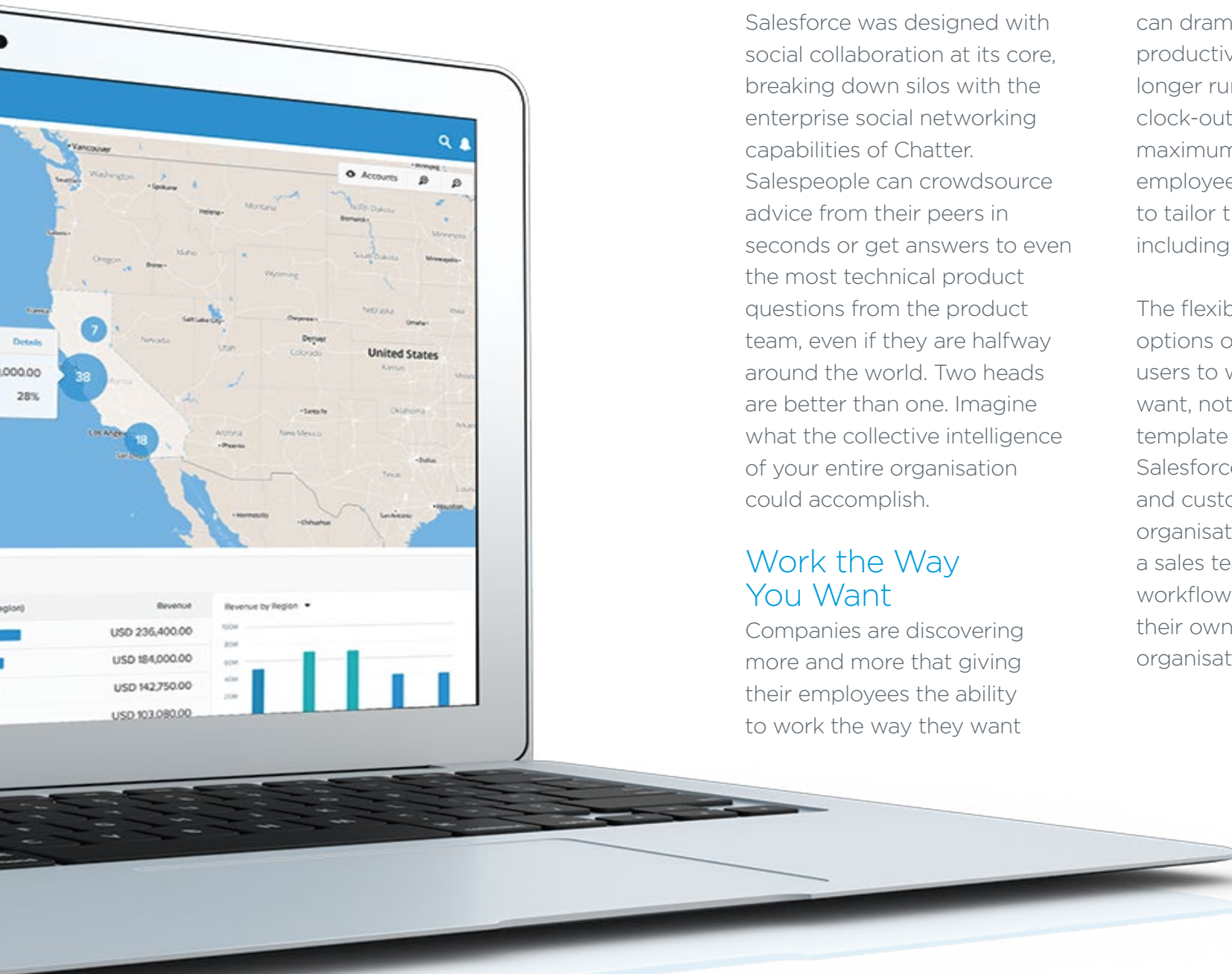
Mobile-first

Mobile is more than a passing fad. Companies in every industry are realising the power of mobility and are scrambling to deliver the mobile functionality their users demand.

Unlike many of its competitors, Salesforce recognised the the shift towards a mobile-first world early and has delivered mobile functionality that not only allows users to keep pace with current trends, but be way out in front. With the Salesforce1 Mobile App, Salesforce users can run their entire business, right from their phone.

Social Collaboration

The lone wolf salesperson is quickly becoming an endangered species. Sales organisations are slowly realising that their productivity is far greater when they work together versus when they work in isolation. However, most CRM tools are not designed to accommodate this new era of social collaboration.



Salesforce was designed with social collaboration at its core, breaking down silos with the enterprise social networking capabilities of Chatter. Salespeople can crowdsource advice from their peers in seconds or get answers to even the most technical product questions from the product team, even if they are halfway around the world. Two heads are better than one. Imagine what the collective intelligence of your entire organisation could accomplish.

Work the Way You Want

Companies are discovering more and more that giving their employees the ability to work the way they want

can dramatically increase productivity. Offices are no longer run on “clock-in and clock-out” policies. To reach maximum productivity, employees must have the ability to tailor their environments, including their tools.

The flexibility and customisation options of Salesforce allow users to work the way they want, not in some predefined template of productivity. Salesforce is adaptable and customisable to the organisation using it, allowing a sales team to perfect their workflows and optimise for their own selling style and organisational structure.

Customer Spotlight:

Internet Service Provider

After switching to Salesforce, an internet service provider saw the following improvements to their business:

- Full visibility into relationships and activities between Sales and Support
- 30% increased customer satisfaction, likelihood to recommend score increased to 74%
- Improved productivity for 17K agents in 4 call centers
- Save \$1.6M per year on competitor's service costs Herman Miller to understand their customers like never before.



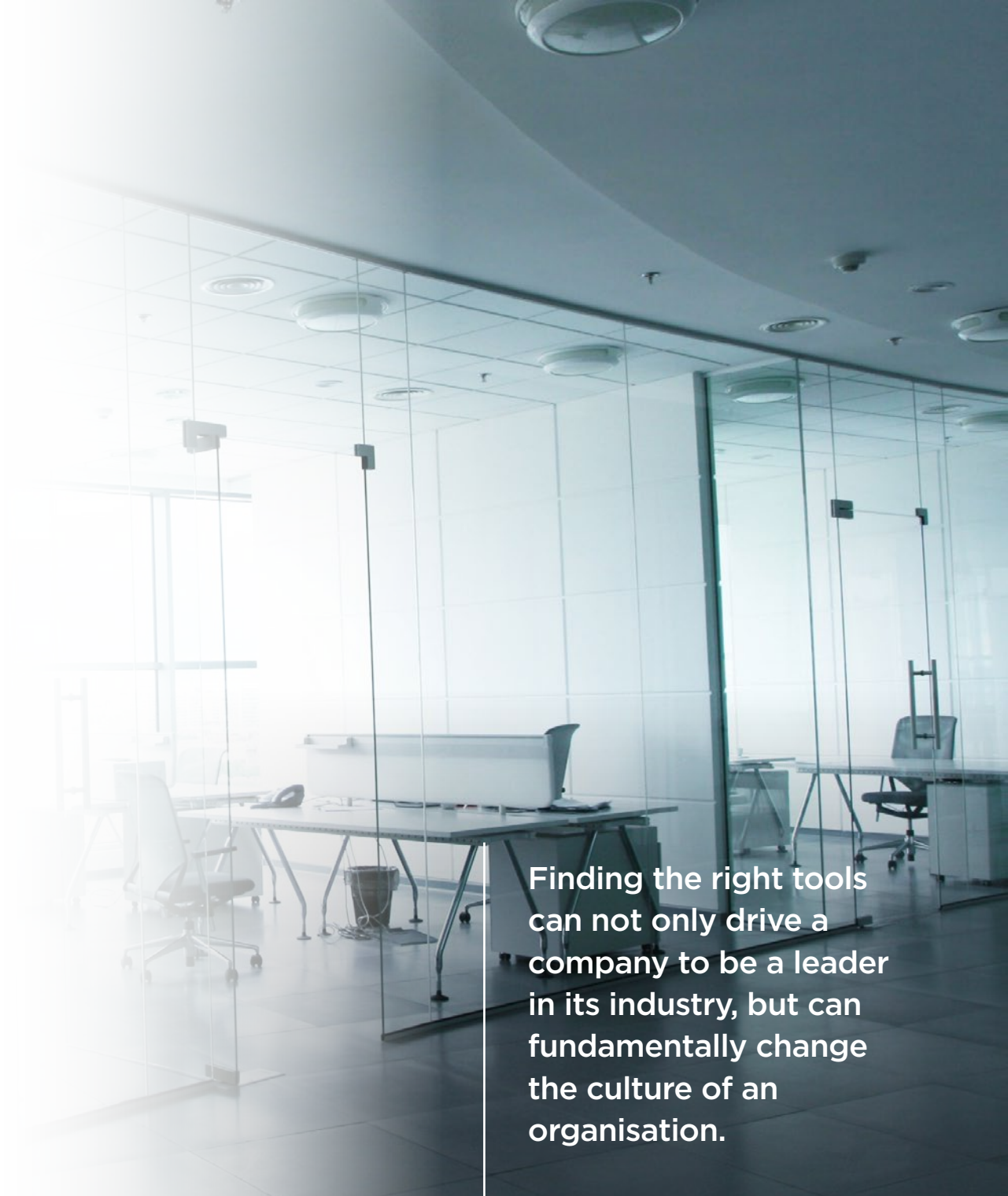
Chapter 4

SALESFORCE DRIVES INNOVATION

In an age defined by industry disruption, innovation is the most valuable competitive advantage a business can have. If you are not on the cutting edge of your industry, your competitors are already ahead and may soon leave you in the dust.

Innovation often comes down to embracing new tools and strategies as a company. Finding the right tools can not only drive a company to be a leader in its industry, but can fundamentally change the culture of an organisation.

Salesforce drives innovation by fundamentally redefining the role of IT, breaking down silos to enable cross-department collaboration, and delivering industry-leading products at a pace consistently ahead of competitors. If you are looking to drive innovation in your company, there is no better partner to make it happen than Salesforce.



Finding the right tools can not only drive a company to be a leader in its industry, but can fundamentally change the culture of an organisation.



More Time for IT to Innovate

For companies with traditional on-premise CRM solutions, the role of IT can be a frustrating one. IT is constantly under pressure to build new functionality or troubleshoot problems that arise. They have to constantly prioritise these incoming requests, leaving little time for anything other than taking IT tickets.

With Salesforce, this day-to-day maintenance becomes a thing of the past. IT is free to collaborate with other departments on creating ways to deliver value to the organisation. IT can finally crawl out from under the backlog of tickets and take the important role collaborating across departments to move the company forward.

Cross Department Collaboration

For decades, businesses have been painfully siloed, separating out each department and limiting the communication between them. However, this divided environment is no longer sustainable when a sales rep needs to reach a product team member or the marketing team needs

to update the sales team on new resources.

Salesforce breaks down these barriers and puts your entire organisation under the same roof with your CRM. Not only is communication made easier through enterprise social networking, accountability for performance and results becomes much easier with all reporting housed in the same place.

Industry Leading Products

Forbes has named Salesforce the most innovative company in the world for the last three years, in 2011, 2012, and 2013. These accolades are awarded for a reason. Salesforce is dedicated to not only leading the CRM industry, but defining the future of work across all industries.

Salesforce is continually adding new products to meet the needs of the modern workforce, even before the industry realises they need them. In addition, Salesforce is working furiously to move its existing product line forward with three massive updates a year, every year.



Customer Spotlight: Software

After switching to Salesforce, a major software provider saw the following improvements to their business:

- Service Cloud allows call centers to scale to meet 20-30K cases/day during peak usage times
- In 2011, a competitor's crashed for 3 days during this period
- 4000 temporary seasonal agents are onboarded 15% faster
- Integration with Radian6 Social Hub for tweet-to-case
- Integration with website for click-to-chat, agent sees which self-service solutions customer has already tried

Conclusion

Salesforce customers are already gaining an upper hand on their competition. Shouldn't you?

Salesforce can make all the difference in an increasingly competitive business environment. Salesforce can help you increase your revenue while decreasing your costs. Salesforce can turbocharge your team's productivity and drive innovation within your company to new heights. Stop letting outdated systems hold you back and realise your company's full potential. It's time to experience the Salesforce advantage for yourself.

SALES SOLUTIONS THAT WILL MAKE YOUR BUSINESS MORE PRODUCTIVE

If you want to grow your sales and establish a transparent sales process, you need an easy-to-use Customer Relationship Management system. Salesforce allows you to store customer and prospect contact information, accounts, leads, and sales opportunities in one central location.

32% Improvement in win rate.

40% Increased sales productivity.

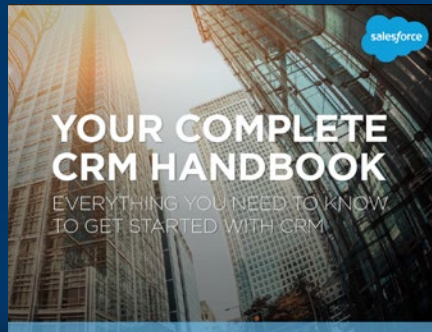
32% Increase in sales revenue.



The information provided in this e-book is strictly for the convenience of our customers and is for general informational purposes only. Publication by salesforce.com does not constitute an endorsement. Salesforce.com does not warrant the accuracy or completeness of any information, text, graphics, links or other items contained within this e-book. Salesforce.com does not guarantee you will achieve any specific results if you follow any advice in the e-book. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor or professional engineer to get specific advice that applies to your specific situation.

© 2015 Salesforce.com. All rights reserved.

RESOURCES YOU MIGHT ALSO LIKE:



YOUR COMPLETE CRM HANDBOOK

EVERYTHING YOU NEED TO KNOW TO GET STARTED WITH CRM

Your Complete CRM Handbook



ACCELERATE YOUR SALES PERFORMANCE

SEVEN TIPS TO SALES SUCCESS

Accelerate Your Sales Performance



SECRETS TO BUSINESS GROWTH:

TIPS FROM 3 SUCCESSFUL ENTREPRENEURS

Secrets to Business Growth: From Successful Entrepreneurs



THE CUSTOMER SUCCESS PLATFORM



THE CUSTOMER SUCCESS PLATFORM