

Today's world is more connected than ever. Computers have evolved from connecting us through thousands of mainframes to billions of devices. It's not just PCs, but it's smartphones, tablets, products, sensors, watches - almost anything can be connected.

“Salesforce helps us be a relationship bank.”

Steve Ellis, EVP, Wells Fargo

Sales reps and customers are connected to their devices. But is your company connected to your customers? Are your sales reps building relationships and closing deals at the speed of business?

Delivering an amazing customer experience is critical to selling. Sales people do not have time to spend hours hunting for leads, researching accounts, and calling wrong numbers. And sales is changing.

According to CEB, 57% of the buying cycle is complete before the customer reaches out to a sales rep. (CEB: “The Challenger Sales: Driving Growth by Taking Control of the Customer Conversation.” 2014) Businesses all over the world are grappling to connect to potential buyers earlier. The line between sales and marketing is blurring. Marketing is influencing the buyers more, and sales reps not only want to be their own marketing department, they need to market and sell faster, from anywhere.

There's good news: Sales Cloud gives you everything you need to connect with customers—from real time marketing campaigns to intuitive deal tracking, all in one place and available anytime, from any device.

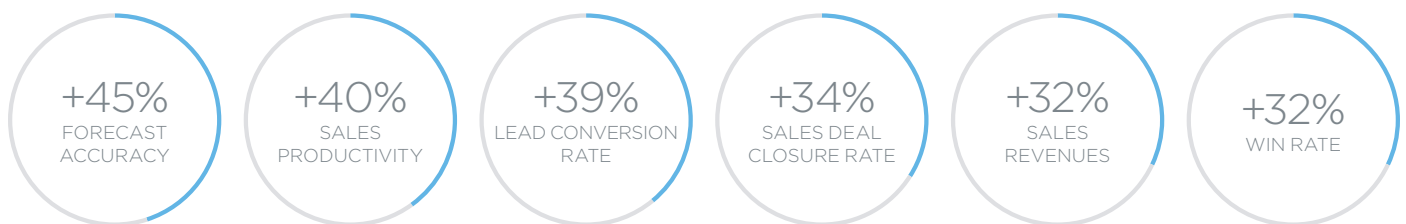
Everything you need to know is automatically pushed to you in real time, from contact information to deal updates and discount approvals. What's more, the information is automatically shared with the members of your team who need it. The result: You engage with customers earlier and close more deals faster, than ever before.

The world's leading sales application

Salesforce created the Sales Cloud to be as easy to use as a consumer website like Amazon and built it in the cloud to eliminate the risk and expense associated with traditional software. By pioneering the concept of cloud computing, Salesforce showed that applications could be delivered over the Internet in the same way that electricity is carried into our homes. With its open architecture and automatic updates, Sales Cloud does away with the hidden costs and drawn-out implementations of traditional CRM software. Today, it's the trusted sales app for more than 100,000 customers around the world.

By continuing to innovate and embrace technologies like mobile, relationship intelligence and collaboration, Sales Cloud has continued to pull ahead of the competition. Thanks to the Salesforce Mobile App, sales reps are more productive from anywhere in the world and stay connected to customers and teammates, focusing on what matters most, customer success.

Connected to both the right information and their colleagues, sales teams are working smarter and seeing dramatic improvements in performance.



Average Sales Metrics Achieved
Source: Salesforce.com Customer Relationship Survey conducted May 2014, by an independent third-party, Confirmat Inc., on 4,100+ customers randomly selected.
Response sizes per question vary.



“Salesforce helps us connect more closely with our 600,000+ customers.”

Dan Page, VP Sales Automation, ADP

Everything you need. All in one place.

Comprehensive and easy to customize, Sales Cloud delivers information to you in real time. With Sales Cloud, you can grow your accounts faster, find new customers faster, and close deals faster – from anywhere.

Close more deals

No matter the size of your company, all sales reps share one common goal — the desire to be a top performer. We can help with that.

- **Contact Management:** Have a complete view of your customers, including activity history, key contacts, customer communications, and internal account discussions. Gain insights from popular social media sites such as Facebook, Twitter, LinkedIn, and YouTube — right within Salesforce.
- **Opportunity Management:** Get all the details on your team's deals — stage, products, competition, quotes, and more. Stay connected to the people and information you need to close every sale.
- **Sales Collaboration:** Tap into the wisdom of your company's social network with Chatter. Get the resources you need to close more deals, faster. Find experts, access competitive information, and track deals wherever you are.
- **Sales Performance Management:** Drive team performance to a whole new level with Work.com. Set metrics-based goals, give coaching notes, provide continuous feedback, and amplify winning behaviors with real-time recognition and rewards.

Get more leads

Build your own “lead machine” to improve conversion rates and grow your revenue.

- **Lead Management:** Make smarter decisions about where to invest your marketing dollars. Track your leads from click to close, while continually optimizing your campaigns across every channel.
- **Marketing Automation:** Create, deploy, and manage effective online campaigns with Pardot Marketing Automation. Now your sales and marketing teams can work hand-in-hand to generate and qualify leads, shorten sales cycles, and demonstrate marketing accountability.
- **Sales Data:** Get the right sales data at the right time with Data.com. Connect with key decision makers faster. Easily plan territories. And increase sales and marketing productivity with the latest, most accurate data.
- **Partner Management:** Build and empower your partner network with Partner Community. Connect directly with channel partners to share goals, objectives, and activities in a secure, branded location.



“Salesforce helps us easily turn data into information that we can act on to solve problems for our customers.”

Brian Walker, President and CEO, Herman Miller

Accelerate productivity

Every deal. Every day. Here are five Sales Cloud features to help you get more done every minute of every day.

- **Mobile:** The Salesforce1 Mobile App turns your mobile device into a portable sales office. You can log calls, respond to hot leads, work opportunities, or check dashboards no matter where you are.
- **Workflow and Approvals:** Use Visual Workflow to rapidly design and automate any business process with drag-and-drop simplicity. And drive success with flexible approvals processes for deal discounts, expenses, and more.
- **Inside Sales Console:** Give inside sales teams an experience that matches how they work, and they'll work smarter, faster. Now reps can see sales intelligence, detailed company info, and multiple leads on a single screen, so they'll build pipeline and grow deals faster.
- **Email Integration:** Use the email applications you already know. No one needs to change the way they work, so everyone stays productive.
- **Files Sync and Share:** Now it's easier to share files, discuss them, publish the best, and track your content in real time. Quickly find what you're looking for, share it securely, and even subscribe to receive alerts when something changes.

Make insightful decisions

From insight to action, there's nothing more satisfying than turning data into actionable insight that everyone can access from anywhere

- **Reports and Dashboards:** Dashboards offer a real-time picture of your business at a glance. Dig deeper with detailed reports that anyone can create. And access your reports and dashboards from anywhere.
- **Sales Forecasting:** Fast, easy, accurate. Get a real-time view into your team's forecasts. Use in-line editing, override visibility, multi-currency support, and more to stay on top of your business.
- **Territory Management:** Managing sales territories is tough — we want to help simplify the process. Create multiple territory models, preview them before rollout, and continually optimize and balance territories throughout the year.

For More Information
Contact your account executive to learn how we can help you accelerate your CRM success.

Corporate Headquarters
The Landmark @ One Market Street
Suite 300
San Francisco, CA 94105
United States
1-800-NO-SOFTWARE
www.salesforce.com

Global Offices
Latin America +1-415-536-4606
Japan +81-3-5785-8201
Asia / Pacific +65-6302-5700
EMEA +4121-6953700

