

The Sales Cloud

“Using the Sales Cloud, we’ve increased team productivity and sales velocity.”

— Bill Murphy
 General Manager
 BT Business

Running a productive sales organization can be nerve-wracking: trying to grow your business, putting effective sales processes in place, and giving your sales reps the tools they need to be successful. In today’s hectic world, how do you give your reps more time in front of customers while also getting them to work together and sell as a team? Plus, how do you do everything with less money, fewer resources, and lower risk?

Today, many sales organizations are turning to the Internet—“the cloud”—to get fast, easy access to the tools and services they need to build closer relationships with customers, without the risk and expense associated with traditional software. The cloud is connecting sales reps to information, colleagues, partners, and prospects they would never find otherwise.

By moving their sales operations into the cloud, organizations are giving their sales reps the tools they need to be more productive, more collaborative, and sell more effectively. The result: stronger connections with customers, higher win rates, and more closed deals.

Welcome to the Sales Cloud.



The World’s Most Popular Sales Application

The Sales Cloud is the trusted sales application for more than 55,400 salesforce.com customers around the world. Salesforce.com created the Sales Cloud ten years ago with a vision of making a sales application as easy to use as buying a book on Amazon.com. Now, the Web has moved forward and is connecting massive numbers of people through social networks and online communities. Naturally, the Sales Cloud has moved forward, too.

With the Sales Cloud, you get all the CRM capabilities you’ve come to expect from salesforce.com, along with the networking tools your reps need to make new and stronger connections within their broader communities of colleagues, partners, and prospects.

And thanks to our cloud-computing model, the Sales Cloud frees companies from the hidden costs, high failure rates, unacceptable risks, and drawn-out implementations of traditional CRM software. But don’t just take our word for it. In a recent independent survey by MarketTools, Inc., 3,500 salesforce.com customers reported average improvements of 27 percent in sales win rates, 33 percent in sales productivity, 34 percent in sales revenues, and 52 percent in lead volumes.

“The Sales Cloud makes our staff much more efficient in their day-to-day activities.”

— Phil Spalding
Broker Development Manager
Allianz Commercial

Everything You Need. All in One Place.

Comprehensive and easy to customize, the Sales Cloud helps companies manage people and processes more effectively. Your reps will get the tools they need to build stronger relationships and close more deals. Managers get real-time visibility into the team's sales performance, plus the power to instantly make changes as the business changes.

- ❑ **Accounts & Contacts** – Maximize sales rep productivity with a 360-degree view of each customer that lets reps build deep knowledge of every account and contact.
- ❑ **Leads & Campaigns** – Manage your marketing along with your sales. The Sales Cloud is your command center for managing and tracking multichannel marketing campaigns from lead to close.
- ❑ **Opportunities** – Have a single place for updating deal information, recording customer interactions, and tracking competitors. You'll know at a glance everything that's happening with that critical deal.
- ❑ **Forecasting & Analytics** – Get a comprehensive, real-time view of your business. Managers, executives, and even individual sales reps are never more than a few clicks away from the insight needed to make smart business decisions and accurately estimate future sales.
- ❑ **Real-Time Approvals & Workflow** – Streamline pricing approvals to speed up your deal cycles and automate follow-up tasks to boost sales effectiveness. Now, you're in business.
- ❑ **Integrated Email & Office Productivity** – Give your reps more time to sell by combining the desktop applications they use most in one spot. The Sales Cloud works seamlessly with Microsoft Office, Lotus Notes, and Google Apps.
- ❑ **Integrated Content Library** – Give your reps instant, easy access to the best sales presentations and collateral to win more deals. Share what works with the whole team and keep reps on message and out selling with confidence.
- ❑ **Genius** – Leverage the collective genius of your entire organization. Your reps can find similar deals to the ones they're working, consult with an expert, and find the best content to close a specific deal.
- ❑ **Partners** – Get unparalleled, real-time visibility across all your channels. Share information and collaborate instantly with partners on contacts, deals, opportunities, and products.
- ❑ **AppExchange** – Extend the Sales Cloud beyond CRM to financial services, human resources, or analytics. Browse among hundreds of preintegrated applications on the AppExchange marketplace. Try the ones that interest you, and buy when you're ready.

Only with Salesforce.com

You can't give your sales reps an edge using yesterday's technology: It's too expensive, too complex, and disconnected from the cloud services they need to connect with customers. It takes the native cloud-computing power of Salesforce CRM and the Force.com platform. Only the Sales Cloud puts everything a rep needs to sell in one place with anywhere, anytime access from any mobile device, laptop, or computer. We've been the leader in enterprise cloud computing since 1999. Other industry leaders like Cisco, Dell, and NBC Universal trust us to help take their sales success to the next level.

That's why Salesforce CRM is the most popular sales application among sales organizations of all sizes.

Win more business with the Sales Cloud. Get started today.

To be part of the Sales Cloud, visit:

www.salesforce.com/salescloud

For More Information

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

Corporate Headquarters
The Landmark @ One Market
Suite 300
San Francisco, CA, 94105
United States

1-800-NO-SOFTWARE
www.salesforce.com

Latin America
+1-415-536-4606

Japan
+81-3-5785-8201

Asia/Pacific
+65-6302-5700

Europe, Middle East & Africa
+4121-6953700

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