Sales Cloud

LBMC TECHNOLOGY SOLUTIONS   •   salesforce sales cloud

In today's connected world, customers are in the driver's seat. Empowered by technology and armed with more information than ever before, the average customer completes as much as 70% of the buying journey without directly interacting with sales teams[1]. On top of that, when customers do engage with reps, they expect a smarter sales experience–one that is personalized, instant, and always on.

Facing increasing customer demands, sales teams must rise to the occasion. In fact, 79% of business buyers say it is absolutely critical or very important to interact with a salesperson who is a trusted advisor[2], not someone pushing products and services.

Reps must understand and anticipate their customers' unique needs and preferences, like personal consultants. But if reps are spending all of their time sifting through customer data and doing manual tasks, like hunting for leads, researching accounts, and calling wrong numbers, they're not able to take the time to become consultative sellers.

There's good news: Sales Cloud makes it easy for sales teams to connect with customers and deliver a seamless and efficient experience along every step of the sales process, from lead nurturing campaigns to intuitive deal tracking. The result: You engage with customers earlier and close more deals, faster than ever before.

> "Salesforce makes us smarter – and smarter means better for our customers."
>
> Christian Stuppy, Head of Technology, Merck

+38% FORECAST ACCURACY

+38% SALES PRODUCTIVITY

+32% LEAD CONVERSION RATE

+28% SALES REVENUES

+26% WIN RATE

THE WORLD'S #1 SALES PLATFORM

Because Sales Cloud is built in the cloud, all of your customer information is in one place and available anytime, from any device. Salesforce pioneered the concept of cloud computing back in 1999, eliminating the risk and expense associated with traditional software and on-premise servers–and we haven't looked back since. Sales Cloud does away with the hidden costs and drawn-out implementations of traditional customer relationship management (CRM) software. Today, it's the trusted sales app for more than 150,000 customers around the world.

Sales Cloud continues to pull ahead of the competition by embracing technologies that lead to customer success, from mobile to artificial intelligence to smarter collaboration. Best of all, Sales Cloud sits on the secured and trusted Salesforce platform, so you can scale with confidence and customize Sales Cloud to fit your business, not the other way around.

WHY SALES CLOUD?

Sell faster and smarter with a flexible, AI-powered sales platform designed to maximize rep productivity and success

Create a world-class sales experience with a 360-degree view of your customers and a unified process from lead to cash

Access everything from team performance to sales forecasts to customer information anytime, on any device

Get nonstop innovation and improvements delivered 3x/year through free automatic updates, all while keeping your data safe

Extend your power to sell with thousands of pre-integrated apps on AppExchange, the largest enterprise app marketplace

Master the platform in a fun and easy way with Trailhead, the only free online learning program offered by a CRM system

1: "The Digital Evolution in B2B Marketing," Gartner
2: "State of the Connected Customer," Salesforce Research, October 2018
3: Average Sales Metrics Achieved. Salesforce Customer Success Metrics Survey conducted May 2015-2018 by an independent third-party, Confirmit Inc, on 7,000+ customers randomly selected. Response sizes per question vary.

Conquer today's complex world of sales with Sales Cloud. Everything you need, all in one place.

> "Salesforce opened opportunities for us that we didn't even know existed."

Chris Heimbuck, Director of Marketing, Zero Motorcycles
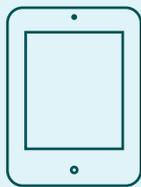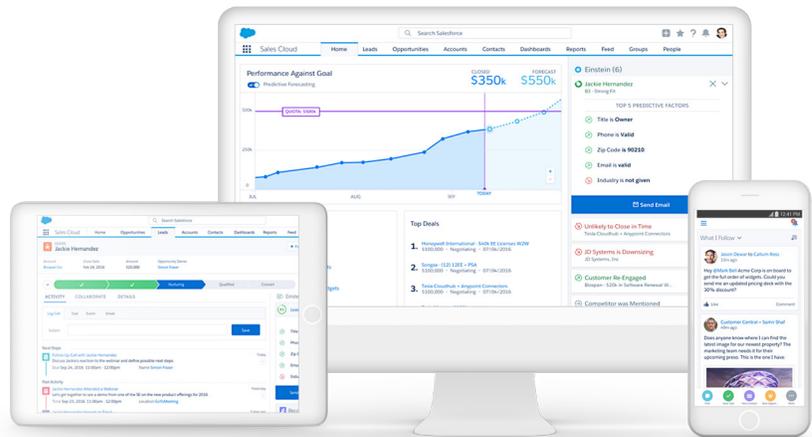
Close more deals with real-time information on any device.

- Contact Management: Have a complete view of your customers, including activity history, key contacts, customer communications, internal account discussions, and even insights from popular social media sites.

- Opportunity Management: Stay connected to all the details you need – stage, products, competition, quotes, and more – to close every single sale.

- Mobile: Sell from anywhere with Salesforce for iOS and Android. Log calls, respond to hot leads, work opportunities, or check dashboards no matter where you are.

Supercharge your deals by adding artificial intelligence with Sales Cloud Einstein:

- Opportunity and Account Insights: Einstein analyzes your CRM data to learn what separates deals won from deals lost. Pick the biggest winners and get coaching on next steps needed to close.

Get more leads to grow your pipeline.

- Lead Management: Know where to invest your marketing dollars. Track leads from click to close while continually optimizing campaigns across every channel.

- Inside Sales Console: Give reps an experience that matches how they work with sales intelligence, detailed company info, and multiple leads visible on a single screen.

Build an even stronger lead machine with supplemental tools:

- Marketing Automation: Align marketing and sales to nurture the best leads, keep them engaged, and connect with them at the right time, all while measuring ROI.

- Partner Management: Build and empower your partner network with Partner Community. Connect directly with channel partners in a secure, branded location to personalize partner recruitment, onboarding, and sales.

- Einstein Lead Scoring: Tackle your best leads first. Based on your past deals, Einstein automatically prioritizes the leads most likely to convert and close.

> "It's not just a CRM system. It's a platform that we can use to build all the functionality that we need."

Ariel Kelman, CMO, Amazon Web Services
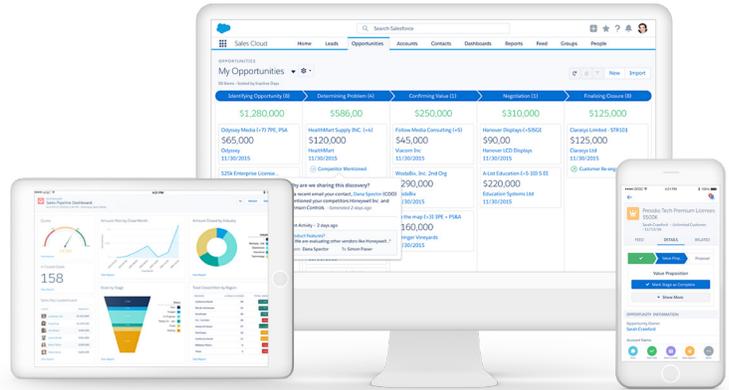
Accelerate productivity so you can focus on your customers.

- Workflow and Approvals: Rapidly design and automate any business process with drag-and-drop simplicity. Drive sucess with flexible approvals processes for deal discounts, expenses, and more.

- Files Sync and Share: Quickly find what you're looking for in a moment's notice. Securely share, discuss, and publish the files you need in real time.

For the ultimate productivity gains, extend your CRM across every stage from lead to cash:

- Salesforce CPQ: Configure quotes with speed and accuracy, automate discounts and pricing, and easily deliver branded proposals right within Sales Cloud.

- Salesforce Inbox: Bring the full power of your CRM to your email and calendar. Automatically log emails and events, and race ahead with built-in productivity tools.

- Lightning Dialer: Call prospects with just a click, reduce data entry with automatic call logging, and save time by accessing all the tools you need on one screen.

Make smarter decisions by turning data into insight.

- Reports and Dashboards: Get a real-time picture of your business at a glance. Dig deeper with detailed reports that anyone, anywhere can create and access.

- Sales Forecasting: Stay on top of your business with fast, easy, and accurate team forecasts. Use in-line editing, override visibility, multi-currency support, and more.

Take your analytics capabilities to new heights by bringing in even more rich data:

- Sales Analytics: Unlock insights with preconfigured dashboards, and empower everyone on your sales team to get the answers they need to close deals faster and smarter – all within an app native to Salesforce.

- Lightning Data: Choose a data source that fits your needs and integrate it seamlessly from AppExchange. Fuel your business with data-driven insights, more productive sales, and better targeting.

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

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