Drive Strategic Growth
And Increase Marketshare with Salesforce

salesforce **sales cloud**

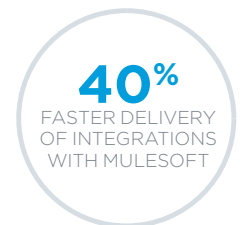## Strategic growth responsibility falls on sales leaders

The pressure to grow is intense. Bain research indicates that the average comp any promises to increase revenue at twice the market average. In order to stay relevant in today's marketplace and hit revenue targets, businesses attempt to drive growth through strategic initiatives such as introducing new products, creating new routes to market, entering new regions, or conducting M&A. But the success of these strategies often falls on sales executives to find a path to profitability.

Sales leaders must nail the basics

In order to navigate through a new or change in go-to-market, sales leaders must:

- Standardize how sales reps engage with customers by automating as much as possible to guide sales
- Prioritize which leads and opportunities sales teams should work on using AI
- Establish benchmarks and identify how to clearly measure success.
- Enable partners to sell your products.
- Empower sales with deep customer insights by integrating back office or third-party data

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Drives Sales
Performance

30%
INCREASE IN
REVENUES WITH
SALES CLOUD

40%
FASTER DELIVERY
OF INTEGRATIONS
WITH MULESOFT

20%
INCREASE IN
PARTNER SALES
WITH PRM

How to Drive Strategic Growth

Sales Cloud
Create customer accounts and build a 360 degree view of your customer on one platform. Implement any sales process with clicks, not code and share best practices with Sales Path. Get visibility into the activities that move pipeline with reports and dashboards to identify trends and forecast sales.

Mulesoft
Unlock data across the enterprise to deliver new revenue channels, increase operational efficiency, and create differentiated customer experiences. Connect CRM with back office systems like ERP and POS to more accurately identify propensity to buy behaviors, create better forecast sales, align territories, and set more accurate targets.

Sales Cloud Partner Relationship Management
Automate on boarding with pre-built workflows and Lightning Components. Amplify Marketing by delivering pre-built campaigns and co-branded emails. And accelerate sales by giving personalized access to leads, price books, and products.

Sales Cloud Einstein
Empower sales teams to sell more successfully by prioritizing deals with Einstein Lead and Opportunity scoring. Uncover more opportunities and reduce forecast risk with Einstein Opportunity and Account Insights. And teach sales teams to make better decisions and close more deals with Einstein Sales Analytics.

High Velocity Sales
Create winning, repeatable sales cycles by building sequences of sales activities with Sales Cadences. Ensure sales reps can navigate change by using work queue automation to take the best next step for every lead, every time.

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

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