

Increase your sales, enhance your customers' satisfaction and generate more demand with the No.1 commercial application in the world!

Would you imagine an increase of 21% in your sales win rate? Or 26% boost in revenues? How about a 38% improvement in your forecast? These are some of the results obtained by companies that use salesforce.com.



Source: Salesforce.com Customer Relationship Survey conducted April 2010, by an independent third party, Market Tools Inc.,

Give reps, managers and execs everything they need to focus on what's important: more selling and less administration. **Close more deals — faster; gain real-time visibility into sales and collaborate instantly and know what matters.** 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? How do you do everything with less money, fewer resources and less 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!**

“ The Group PBS acquired Doble Group services to promote a new sales culture that allows us to align strategies, people and processes, and automate them with Salesforce.com. Today our sales team is committed to a new culture, following standard processes which goes beyond territorial limits, and are oriented to achieving a unique identity. ”



Your complete toolkit for sales success



The Sales Cloud puts everything in one place. It's as easy to use as your favorite consumer Web sites and the information you care about most gets pushed to you in real time. Suddenly, sales success is not only possible, it's easy.

See everything the Sales Cloud offers below:

MARKETING AND LEADS. Close that gap between marketing and sales with better quality leads—and more of them. It's your command center for managing and tracking campaigns—across all channels, from lead capture to close. Now you can

make intelligent decisions about where to invest, while validating the impact of your marketing activities on your company's bottom line.

OPPORTUNITIES AND QUOTES. Opportunities display important details about the deals your teams are working on, like how much each one is worth, who you're competing against, and what stage the deal is in.

ACCOUNTS AND CONTACTS. Sales reps get a complete customer picture at a glance—including account history, contacts, interactions, assets, and more. With the Sales Cloud, team and customer information is in one place, where updates are shared instantly, making it easy to build stronger, longer-lasting relationships.

EMAIL AND CALENDARING. Sales reps and managers love the Sales Cloud because it works with the other applications they already use every day. Whether your company uses Microsoft Outlook, Lotus Notes, or Google Apps, you and your teams won't have to change the way you work. The Sales Cloud and your favorite apps are joined together so you can simply work smarter.

APPROVALS AND WORKFLOW. With the Sales Cloud, your organization's efficiency and consistency both get a big boost. Now you can get greater control over routine activities, eliminate redundant tasks, automate approvals, and experience widespread adherence to your business processes. Suddenly, nothing impedes the momentum of your sales efforts.

The future of customer service



Provide faster, more responsive service across every channel — from the call center to the social Web. With the Service Cloud 2, you can: Keep agents productive, reduce service costs, and satisfy every customer.

Everything you need to amaze your customers

The Service Cloud 2 is the platform for modern customer service, featuring everything from “knowledge as a service” to Twitter integration. The payoffs to you include more informed agents and customers, plus real-time service conversations.

Today, customers are turning their backs on the old world of service and looking to the Internet—the “cloud”—to access information and get their questions answered. The cloud connects people with experts they’d never meet otherwise. In fact, your customers are probably already having conversations about your company on the Internet in discussion forums, social networks like Twitter and Facebook, blogs, and enthusiast Web sites.



Source: Salesforce.com Customer Relationship Survey conducted April 2010, by an independent thirdparty, Market_Tools_Inc., on 4,000+ randomly selected salesforce.com customers

Join the conversation

The Service Cloud is the next-generation platform for customer service. It lets you tap into the power of customer conversations no matter where they take place. You can harness know-how from the right experts, whether that's on your Web site, through a customer's "tweet" on Twitter, or in a discussion between friends on Facebook. Your knowledge increases. Your agents get smarter. And you gain insight into real customer needs.

Knowledge: the heart of the cloud

How can you connect all these conversations? The key is a single cloud-computing platform with the world's most advanced knowledge base technology. Technology that can sift through thousands of potential and often irrelevant solutions and present exactly the right answer—fast. The right answer to the right customer, agent, or partner, anywhere in the cloud. That's what the Service Cloud delivers. And that means more satisfied customers and more productive agents.



Doble Group is a specialized consulting firm that focuses on improving business results through performance management technologies and the alignment of the organization, its processes and teams for success. The Doble Group team offers hands on practical experience and expertise in general management, sales, marketing, customer service and CRM technologies.



Salesforce.com is the enterprise cloud computing company. Based on salesforce.com's real-time, multi-tenant architecture, the company's platform and CRM applications (<http://www.salesforce.com/crm>) have revolutionized the way companies collaborate and communicate with their customers. Salesforce.com offers the fastest path to customer success with cloud computing. As of October, 2010, salesforce.com manages customer information for approximately 87,200 customers.