
The Salesforce Cloud or a Customer Relationship Management (CRM)

The Salesforce cloud is a Customer Relationship Management (CRM) suite which helps business organisations to track their business details up-to-date in a centralised platform rather than using excels, presentations, PDF and more which wastes their valuable time. It is a easy to use Cloud Computing and Software-as-a-Service (SaaS) based business application. The prime nucleus of Sales Force CRM system is Sales Cloud, a web based application that helps companies to fulfil all business needs. One need not purchase servers and infrastructure to install all the software. All you need is a web browser with internet connection to access it like Gmail or any other sites. It helps to stay strongly connected with customers and partners.

- Sales Cloud manages the contact information to collaborate with the customers to finish the deals and grab more opportunities.
- Service Cloud allows the business organisations to give world class customer service and track their activities to solve their issues faster
- Marketing Cloud creates one to one personalised journey for every customer.
- Analytics Cloud is an intelligence platform that revolutionize our understanding and help us making data-driven decisions faster.
- Community Cloud provides a platform for employees, customers and partners to connect with themselves and each other by interaction.
- App Cloud is a collection of development tools to build, discover and run all your apps on sales force platform.
- IoT Cloud allows users to process large number of data, build rules with intuitive tools and engage with customers in real time.

Companies of any size across any industry can access it faster from anywhere even using their mobile phones. Sales Force is the World's No 1 CRM platform. It is the Customer Successful Platform which connects with customers in a new digital way. It makes sense to have business intelligence software that gives the business owner the accurate and useful information he needs to help grow his business by identifying top customers, new social trends, bottlenecks, popular products, successful campaigns, etc

Once first contact has been made with a prospect this translates into a sales lead. The system prompts the sales rep when new leads become available and the rep can quickly and easily view all leads daily and schedule a time to contact prospects. It helps in,

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Driving leads and managing opportunities

- Sales forecasting
- Tracking competitors
- Reports and analytics

It streamlines the sales team's job, making the end-to-end process faster. With the increased efficiency in conversions and closing deals plus the reduced effort on non-core activities, sales professionals can build better rapport with leads and contacts, request referrals and cross sell - increasing your bottom line in the short term through quicker sales and in the long term through customer retention! The sales funnel is important because it guides the sales and marketing efforts of a company. It helps the company understand what the prospective customer is thinking at each stage to work most effectively, and helps the customer combat the competition as the customer narrows his or her options.

Unfortunately, many companies do not use the sales funnel effectively. This may be because they do not fully understand how the sales funnel should be used, or their sales pipeline is not effective, which leads to inaccurate projections. Clearly defining each stage of the sales funnel that works best for your company will help you understand how to use it to your best advantage.

The sales funnel and data should be evaluated regularly to make sure it provides accurate and relevant information for the sales team. This includes information about the prospective customers and where the customer is in the sales funnel (and the next step needed). Additionally, customers who are no longer viable prospects should be removed from the data so sales teams can focus on new and viable opportunities.

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