



“By allowing us to structure our sales data in any number of ways, Salesforce SFA lets us assess new businesses and new ventures so we can effectively pursue the most valuable opportunities.”

—Vice President  
Electronics for Imaging

### THE WORLD'S MOST POPULAR SALES SOLUTION

Salesforce.com's flagship Salesforce SFA solution consistently drives more sales success than any other application. High user adoption, a complete suite of tools, and powerful customization to support any sales process make it the only choice for sales reps, managers, and executives looking for success.

Part of the number-one on-demand CRM solution, Salesforce SFA is used by companies around the world to help grow revenues, increase customer satisfaction, and reduce expenses.

### ALL THE SALES FUNCTIONALITY YOU NEED. NONE OF THE HEADACHES.

Only salesforce.com offers an on-demand solution that meets the varied needs of everyone from small businesses to large, global organizations. Salesforce SFA provides your sales team with a complete customer view that is shared with support and marketing in real time, so you can track and optimize your pipeline and ultimately close more deals.

- :: Loved by Reps:** Reps want solutions that make their jobs easier, not harder. With fast, easy access online, offline, or via mobile devices; integration with popular tools like Microsoft Office and Outlook; and a user interface rated “simple and intuitive” by *PC Magazine*, Salesforce SFA is the one sales solution every rep will love and use.
- :: Critical for Managers:** Managers need the right tools to gain visibility into their sales reps' activities and pipelines. With powerful opportunity management, forecasting, and boundless customization capabilities, sales managers can be confident that they are maximizing team productivity.
- :: Trusted by Executives:** Executives need fast, accurate answers to critical business questions. With Salesforce SFA's unique customizable analytics, executives get real-time answers and business insight with a single click.

The award-winning Salesforce SFA solution offers more features, more powerful customization, easier integration, and the best end-user experience. And best of all, thanks to our on-demand model, it can all be deployed immediately around the globe, freeing you from traditional CRM software and its hidden costs, high failure rates, unacceptable risks, and protracted implementations.

### SALES FEATURES: THE DETAILS

**Lead management.** Sales success depends on effective lead management and the optimization of lead flow across your sales and marketing organizations. Salesforce SFA helps you track prospect inquiries and seamlessly route qualified leads to the right people, ensuring sales reps get instant access to the latest prospects and leads are never dropped or lost.

**Opportunity management.** Opportunity management enables sales teams to close deals faster by providing a single place for updating information, tracking opportunity milestones, and recording all deal-related interactions. Salesforce SFA can be customized to fit your internal sales methodologies and processes, making it easier for managers to monitor their sales pipelines.

**Global forecasting.** Salesforce SFA's global forecasting capabilities give organizations clear visibility into their sales pipelines. Accurate, timely forecasts of revenue and demand help sales close more deals, bring in higher profits, and align expenses with revenue growth. Forecasting also gives companies critical visibility into future product and service demand trends.

**Territory management.** With Salesforce SFA's territory management capabilities, you'll easily define, administer, analyze, and change territories to match your sales organization, no matter how complex or frequently evolving.

**Workflow automation.** Salesforce SFA's customizable workflow automation engine helps standardize your organization's workflow to automate your sales processes for greater operational efficiency, consistency, and control.

**Real-time alerts.** With real-time alerts, the right people receive automatic notifications of critical business events anytime, anywhere — even via wireless devices.

**Update reminders.** With Salesforce SFA's opportunity update reminders, sales managers can schedule regular, automated emails for themselves and their direct reports. These periodic reminders summarize opportunity and forecast information by direct report for managers and remind users to update information before the next forecast review.

**Team selling.** Successful selling is often the result of well-coordinated teamwork. In Salesforce SFA, you can note team-based efforts by specifying all the people involved in a sales deal along with their respective roles.

**Account management.** Salesforce SFA gives your entire company a 360-degree customer view, enabling you to maintain deep knowledge on every account, facilitate cross-department collaboration, and build and maintain strong, lasting customer relationships.

**Activity management.** Coordinating customer-facing activities and events is a critical part of closing business and managing customer relationships. Salesforce SFA's activity management helps keep your reps organized and focused to make sure your customers are receiving the attention they need.

**Product catalog.** Salesforce SFA helps organizations manage even the most complex product catalogs with ease. You can easily maintain and secure large catalogs and multiple price books centrally for increased consistency, while also giving your teams easy access to the precise product and pricing information they need.

**Sales literature.** Salesforce's document library provides instant access to the sales documents and materials your reps need at every step of the sales process — all in one spot.

**Email prospecting and tracking.** Salesforce SFA's email tools help you empower reps to send high-impact,

graphically rich email messages to prospects and to easily track the response, improving professionalism and effectiveness.

**Stay-in-touch relationship builder.** Maintaining up-to-date contact data for prospects and customers is a challenging, time-consuming activity for every sales professional. Salesforce SFA's "stay-in-touch" relationship builder helps maintain the integrity and accuracy of contact information across your company.

**Big deal alerts.** Big deal alerts make it easy for you to publicize marquee deals as they progress through your pipeline, ensuring that the right people in your organization are alerted when a deal closes or is near completion.

**Data quality tools.** Maintaining data quality is crucial, especially for information on customers and prospects. Salesforce SFA helps ensure that your customer database is free of duplicate contacts, accounts, and leads.

**Sales analytics.** Salesforce SFA features powerful yet easy-to-use sales dashboards and analytics tools. Managers can analyze their sales pipelines, perform win-loss analyses, stay ahead of competitive trends, and more.

**Mobile solutions.** Salesforce's mobile solutions keep sales reps connected when they are away from the office. With support for disconnected laptops, wireless email devices (such as a BlackBerry), and wireless or disconnected PDAs, traveling reps are never out of touch with their critical data.

**Microsoft Outlook, Word, and Excel integration.** Workers don't have to toggle back and forth between Salesforce SFA and Microsoft's popular productivity and email tools. Our tightly integrated and easy-to-use solutions allow users to work more productively in the critical applications they use most.

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