Leveraging Salesforce.com With Powerful AppExchange Tools

Salesforce.com's wild adoption rate over the last decade and a half is largely due to the strength of the ecosystem the company has built with its AppExchange partners. In this marketplace where third-party vendors leverage the Salesforce.com platform and compete on their individual merits and value, Salesforce.com subscribers can seek out CRM functionality to fit their specific needs, budgets, and processes.

In the following pages of this Best Practices Guide, you'll find solutions to help your company sell faster and smarter, incentivize your teams more intelligently, and make the most of your Salesforce.com investment.

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Velocify

Drive High-Velocity Selling Through Salesforce

By Nick Hedges
President and CEO, Velocify

Today, almost all aspects of sales are accelerating, and keeping pace can mean the difference between success and failure.

Fueling the acceleration is a changing buyer-seller dynamic. Buyers today (both B2B and B2C) are shopping online in record numbers, they do research on their own, and when they are ready to engage with a company, they expect a fast response from a rep who is responsive to their needs.

To keep up with the accelerated pace of today's buyers, sales teams are increasingly including a larger mix of inside sales professionals, a new breed of sales people who interact with their buyers remotely. In fact, a recent study by Velocify found that 46 percent of sales leaders reported a move within their sales organization from field sales to inside sales.

NEW SALES CLIMATE NOT WITHOUT ITS CHALLENGES

This new sales climate has paved the way for new sales technologies that solves a few key challenges:

Challenge #1 - Sales reps aren't following up with leads fast enough

Despite billions of dollars spent to generate leads, sales reps typically do a poor job of managing their leads and opportunities. In fact, one in three interested buyers never receive a call back from a sales rep, and a staggering 12 percent receive no response at all, according to a Velocify study on seller response to inbound leads. What's worse, leads typically wait 3.5 days on average for the first phone call and most sales reps give up after just one contact attempt.

Challenge #2 - CRM puts process onus on the rep

So, why are reps neglecting incoming leads? The reality is, in a high-velocity sales environment your reps are faced with hundreds of daily activities, and struggle to efficiently prioritize tasks. As their list of daily "To Do's" piles up, it's easy for leads from prior days to slip increasingly lower in priority. Sales reps also continuously face the "what to do next" dilemma, attempting to wrap their brains around the many different variables that make one lead or opportunity more important than another. The trouble is, CRM solutions were built for field sales, where the urgency isn't as critical and most reps are working fewer larger scale deals.

Challenge #3 – Sales leaders are pressed to grow revenues, challenged by CRM limitations

Sales leaders are also under significant pressure to drive more revenue while simultaneously increasing the efficiency of their sales machine. Fact is, most sales leaders have trouble pinning down exactly how leads become "opportunities." Today's Sales leaders need (1) a better way to automate and enforce a disciplined contact strategy so all leads and opportunities receive the appropriate level of attention, (2) a better way to identify leads and opportunities that are being neglected, and (3) a way to optimize their sales machine, to ensure it is always running at peak performance.

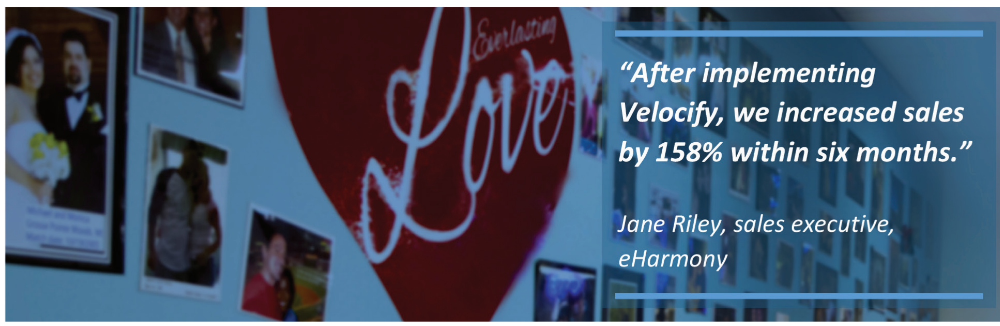
MAKING THE CASE FOR A HIGH-VELOCITY SALES SOLUTION

Through the use of high-velocity sales practices and automation tools, sales leaders can inject more speed, discipline, and productivity into their sales organization.

Solution #1 - Ensure your sales reps respond rapidly

Industry research shows rapid lead response is the single largest driver of lead conversion. In fact, calling a new lead within 2 minutes of receiving it can increase conversion rates

by as much as 160 percent, and Velocify for Salesforce can help you get there.



Solution #2 - Keep leads from falling through the cracks

If you've ever pulled a sales report and found new leads were going un-contacted or had received just one or two calls before a sales rep moved on, you know you're leaving money on the table. Velocify's solutions are laser focused to help sales teams intelligently prioritize the next-best activity, serving up new leads, un-contacted leads, and scheduled follow-up appointments at the appropriate time.

Solution #3 – Deploy incredibly consistent sales practices

If you're like many sales organizations, you have a lead follow-up strategy in place. However, you'd probably agree that tracking and enforcing your desired follow-up practice is a significant challenge, and your team often falls short. Velocify research has found most sales reps make just 1-2 contact attempts on a new lead before giving up, yet it's proven that 5-8 calls is optimal.

HOW EHARMONY GREW SALES 158% WITH VELOCIFY

In 2013, eHarmony launched a new "offline" service, eH+, to target busy professionals unable to effectively balance the management of relationship opportunities through eHarmony's traditional online dating service.

The new eH+ service required the sales team to sell the eH+ service at a premium price. With each salesperson working anywhere from 1,000 to 1,500 leads per month, the team found it extremely difficult to prioritize which lead to follow up with first.

Prior to using Velocify for Salesforce, eH+ leads came into a database then went into Excel and were then exported into a phone burner app. There was little intelligence built into who the reps were calling, which meant a lot of time spent dialing and less time having actual conversations. eHarmony turned to Velocify for Salesforce to help their sales team prioritize high value leads based on a guided selling framework. Velocify's integrated dialer also helped reps rapidly call through their high-volume of leads.

"After implementing Velocify for Salesforce, we increased sales by 58% within two months, and within six months we increased sales by 158%," said Jane Riley, sales executive at eHarmony. "We've only had an 89% increase in leads in that same amount of time, so basically we're more efficient with every lead that comes in now."

One of the big reasons we saw such transformative results so quickly was due to the prioritization functionality within Velocify. We were able to integrate lead scoring based on key attributes and prioritize our leads so we can focus on the highest quality leads that are more likely to close first. We also leverage the pre-recorded voice mail feature.

A typical Velocify customer sees...

About Velocify

Velocify is a market-leading provider of cloud-based intelligent sales software, designed for high-velocity sales environments. Velocify helps sales teams keep pace with the speed of opportunity and increase revenue by driving rapid lead response, increased selling discipline, improved productivity, and actionable selling insights.

NEWVOICEMEDIA

Got Salesforce?

ARE YOU READY TO SELL MORE AND SERVE BETTER?

By Monica Girolami,
RVP of North America Marketing

Today's world is faster paced, better connected, and always on! The best way to connect with customers and prospects continues to evolve and requires the use of integrated technologies to ensure success. Customers expect your business to quickly and effectively address their inquiries, questions and concerns through the communication channels they choose.

Whether you are a fast paced sales organization or a skilled service team, it's time to more effectively track and manage your customer and prospect journey through your Salesforce ecosystem. Are you leveraging your customer and prospect insights to more effectively sell and service their needs? Just think….

What if you could sell more by improving your pick-up rates to your hottest leads by 40%?

What if you could service better by personalizing each customer service touch point and improve first call resolution by 20%?

TRANSFORM YOUR INSIDE SALES STRATEGY

There is no better time to amplify the power of your Sales Cloud investment and transform how you do business to maximize your revenue return. To improve your business successfully, you have to track and leverage everything you know about your prospects. If you don't, you risk failure.

In sales and marketing it's no longer about individual xls lists and "cross your fingers marketing". As a manager, you can only improve your team's performance if you can focus their efforts on the hottest leads and identify prospects or campaigns need follow-up. You need to track which reps are achieving and exceeding their key performance goals – and why – so you can more effectively enable the broader team.

With a Salesforce integrated communication platform your sales teams are automatically guided through Salesforce to place the best outbound call, so pick-up rates increase and every call is tracked and recorded in the contact record – providing everyone with visibility and metrics on every customer/prospect touch. In addition, the insights you know about your prospects in Salesforce become powerful tools to automate how reps can increase connections.

For example, by presenting a local caller ID for outbound calls, multiple NewVoiceMedia customers saw a 40% increase in prospect connections. Salesforce telephony integration improves rep performance and gives management powerful metrics to manage effective revenue growth.

UNIFY YOUR CUSTOMER SERVICE ENGAGEMENT

To deliver an efficient and personalize customer service experience that transforms users to brand advocates requires that your customer service communication channels integrate seamlessly with your Salesforce ecosystem. Everything you know about your customer, from the product they purchased, to how much they spent and their preferred communication channels can all be tracked and managed through the Service Cloud platform. By seamlessly integrating Salesforce data with a omni-channel contact center platform, you now have the power to prioritize and route customer inquiries effectively to the appropriate agent. In addition, you can automatically provide agents with a case history and real-time knowledge base resources to address customer inquiries successfully. Since everything is integrated into Service Cloud, you now have powerful communication metrics that help monitor and track agent performance to more effectively coach and optimize a service team.

Salesforce provides the power to collect valuable insights about your prospects and customers. When integrated with an omni-channel communication platform it enables a business to maximize every service and sales touch point. ■

xactly®
Inspire Performance™

Data-Backed Analytics are the Future of Sales Comp:

Enhance Your Process with Xactly and Salesforce Integration

When it comes to making critical business decisions, from quotas to plan metrics, companies that analyze their data are ahead of the pack. Organizations that haven't yet discovered how to optimize their data analytics risk falling behind the competition and making poor decisions due to a lack of visibility and low quality data.

We know you've moved beyond antiquated 90s sales compensation processes, where it took a month to build a single report that you'd physically distribute to various departments. However, you may still be bumping up against unnecessary challenges, like manually pulling data from multiple systems, building it into spreadsheets, and cleaning it up for your reports. If you're managing your sales analytics this way, you're missing out on the all-encompassing view of your company that can help you make informed, strategic decisions.

When you look at the speedometer in your car, how helpful do you think it would be to know how fast you were going two weeks ago? Not very – you look at your speedometer in order to check your current speed and avoid getting pulled over. In a sales organization, only having access to data after the fact instead of *right now* is just as unhelpful. Reporting should be live, not just a loopback. However, historical data is just important. Your system needs to tell you both how fast you are going and how fast you were going in order to make critical decisions.

Our mission at Xactly is to help companies take control of their incentive compensation, while also inspiring performance. We've created a strong partnership with Salesforce, and organizations that use Xactly Incent™ in concurrence with the Force.com platform are able to boost CRM adoption, motivate their reps, and use analytics to make more informed business decisions. Xactly Analytics™ gives you the visibility you need to know if your plan is working for you as hard as you're working for it. Using Analytics, you can improve business results using big data and cross-industry benchmarks, and design plans that support the needs of your business.

If you're leading the Sales Compensation charge at your company, you're likely painfully familiar with handling complex reporting cycles and the stress that comes with gathering data from many sources to close the books at the end of the quarter. When you have Salesforce and Xactly Incent integration, you will have a single accurate version that can be automatically sent to payroll. Incentive comp is an important investment as a means to drive overall organizational performance, and sales analytics ensure your plan is working for you as hard as you are working for it. See how one of our customers has used Xactly Analytics to boost its incentive compensation process:

THE CHALLENGE

Carestream Health, Inc. is a worldwide provider of dental and medical imaging systems, IT solutions, and advanced materials. As part of a major restructuring of the internal sales organization, the executive team wanted to combine its disparate regional plans into a single global scheme. This would provide reps and management with visibility into the increasingly complex compensation process.

THE SOLUTION

Following a review of the market, Carestream selected Xactly Incent, along with Xactly Analytics for reporting and analysis. Carestream integrated Xactly with its back office systems and Salesforce CRM to create an on-demand infrastructure to support its team of account managers, territory managers, channel managers and product specialists across the globe. Carestream now uses a single system to manage sales compensation and drive sales performance for all of its sales regions around the world.

"From automation to visibility, analytics to Salesforce integration, Xactly Incent covered all our bases." – Katie Guest, Global Sales Compensation Manager

THE RESULTS

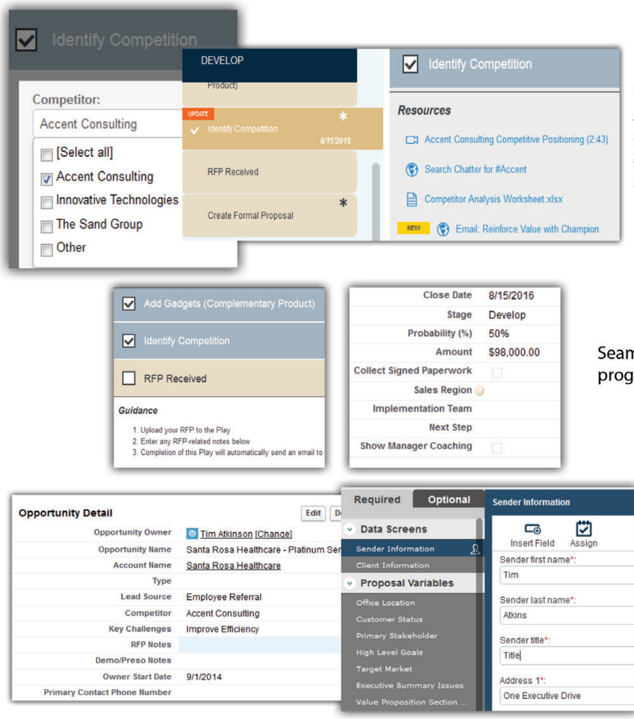
Carestream is using Xactly Analytics to provide information to sales people, via their incentive statement, as well as create management reports. Having standardized on Xactly, Carestream is enjoying the far-reaching advantage of a 100 percent SaaS solution, including easy integration, seamless and cost effective scalability, low entry costs and simple maintenance.

Using Xactly Analytics and Incent in union with Salesforce allows companies to design plans that support the needs of their business and gives leaders the ability to make informed strategic decisions that impact company growth and performance.

Find the right sales content with Salesforce AppExchange Partner

CRM is core to virtually all selling efforts today. With Salesforce.com as the leader, sales teams have a unified base for conquering the noise – rescuing sales reps from the escalating chaos of the environment. The breadth of capabilities Salesforce delivers is extensive, and with time of the essence, it's not always easy to take advantage of everything (or more importantly, what's of especial importance to your individual reps).

Qvidian's bi-directional integration with Salesforce provides a seamless *end-to-end* experience for salespeople. What's more, Qvidian's Guided Selling Platform and Personalized Content Engine solutions integrate with Salesforce to help guide sales teams in the direction to a win. Armed with the right content, at the right time, selling strategies are smarter – granting access to better all-around data, and all from within Salesforce. Leveraging the data you already have in Salesforce permits an overall simplified way to create, store and collaborate on selling documents – all vital factors for truly excelling with your Salesforce initiatives.



Identify competition to automatically associate content with the competitor in the Resources pick list.

Seamlessly sync progress in SFDC

Pull in Opportunity/ Contact detail directly from SFDC into Proposal Automation to assemble content.

The integration also enables reps to personalize selling approaches through streamlined document creation – an essential benefit in our buyer-driven landscape. Salesforce makes it possible for sales reps to record a vast amount of detailed information, but if you're not customizing your selling approach to each and every unique prospect, your selling efforts are likely falling short. Just data alone doesn't tell a rep what to do or how to engage with a buyer - you need to have contextual, personalized, and effective conversations with each buyer. With bi-directional integration, your data becomes a script for the right story, assets, and process for your reps to follow for a specific buyer providing an interactive, buyer-driven conversation every time.

Qvidian's integration with Salesforce assures your teams are leveraging the data they worked hard to gather effectively, all while driving adoption of your investments in Salesforce and increasing the integrity of your Salesforce information by adding key capabilities and round-trip value for users.

At the same time, integration with CRM is pretty much a rule of thumb, so Qvidian's upped the ante…

Working with the Salesforce AppExchange, Qvidian provides our customers with a simple and reliable way to evaluate critical solutions to complement CRM. The ability to browse reviews and ratings delivers more context to the offering – allowing customers to do even more with their existing Salesforce.com investment. At the same time, the AppExchange provides opportunities for customers to explore beyond just viewing directory listings through other more exciting ways.

Learn more about Qvidian's solution, and how we've partnered with Salesforce:
www.qvidian.com/destinationCRM

FINANCIALFORCE.COM
ERP at Customer Speed®

Bringing Your Financials to Salesforce:

Why Sales, Services and Marketing Will Love You For It

When you find the perfect app for your department, how much better is it when the rest of the business loves it too? Case in point: using financial management apps from FinancialForce.com. They aren't just great for your accounting teams. The benefits of running your financials on Salesforce will trickle across your entire organization and into places you never imagined.

THE COMMON DENOMINATOR: YOUR CUSTOMERS

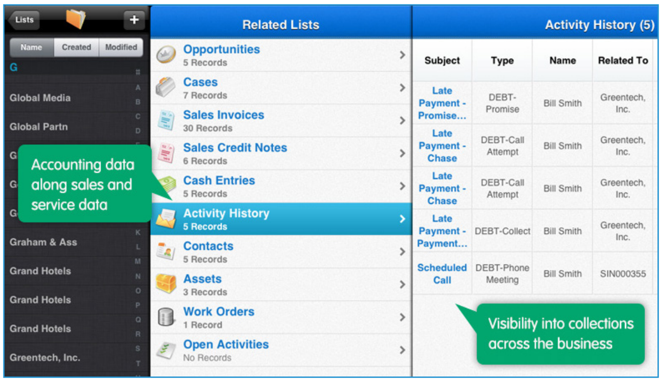
We live in a customer-led economy. Now more than ever Sales, Services and Marketing are hyper focused on improving the customer experience; its what drives customer loyalty and revenue growth. To succeed, companies need to get a complete picture of the customer journey and keep tabs on every customer interaction to ensure each point of engagement is easy, enjoyable and useful.

Aligning your financial applications with Sales, Services, and Marketing on Salesforce will break down departmental barriers and information silos that are often the source of problems with customer engagements. That alignment is fortunately a win-win-win for the company and each individual department.

HERE ARE THE TOP REASONS WHY SALES, SERVICES AND MARKETING WILL LOVE FINANCE'S MOVE TO FINANCIALFORCE APPS ON SALESFORCE:

FOR SALES: THE BILLING FACTOR

Efficiency, accuracy, and visibility are key attributes for any job function, process or application, but for the sales executive, they have a direct impact on revenue, quota and commissions. Anything that elevates these attributes is sure to make sales happy. So why not leverage the synergistic relationship between Salesforce and FinancialForce Accounting? Because they share common components such as the same cloud, database and objects, what you get is a complete front to back-office solution where sales can get a true 360° view of a customer. No need for integrations to move data around. Sales can see CRM records (e.g. Activities, Opportunities) and outstanding receivables, invoices and payments all from the same Account view.



With FinancialForce Accounting, you get one-click invoicing which ensures more accurate billings, quicker payments and faster cash collection. Nice for finance, and even nicer for sales reps paid commission at the time of invoice payment!

FOR MARKETING: THE SPEND FACTOR

What's my budget? How much of the budget is left? Has my vendor been paid yet? The answers to these questions mean everything to marketing when planning and optimizing campaigns. So you'd think marketing might not love an app like FinancialForce Spend Management geared to help Finance put tighter controls and approval processes around marketing spend. Think again. Marketing loves spend management because it's all about visibility and speeding up campaign management so you can get new customers faster. With FinancialForce Spend Management, marketing can see budget and actuals upfront and in real-time. And if they need to expend a few more dollars, creating and processing requisitions and POs is a breeze. Spend management on Salesforce automates the whole purchasing process so there is never a grey area.

FOR SERVICES: THE INFORMATION FACTOR

Customer service teams rely on information. They are the ones most often in the hot seat fielding questions. Having a solution that presents all the necessary data related to a customer at their fingertips improves customer satisfaction and employee sanity. Now, while working a service Case in Salesforce, a rep could easily check the status of a shipment, project, or invoice in the FinancialForce app all from the same interface. No more asking the customer to "hold please" while frantically logging into another system. Increased customer satisfaction equals repeat business and more revenue. It's a formula everybody loves!

CONCLUSION

Don't let finance get in the way of closing deals and keeping customers happy. With FinancialForce.com, Finance has full view of customer interactions and front office teams have views of the financials. Everyone is aligned around the customer, working off the same information towards the same goals. Spread the love! ■