

SALES MANAGEMENT TASK: SALESFORCE.COM

BY ELBERT CHRISTOPHER LAROSA

The rapid development in technology nowadays has proven to bring benefits for numerous aspects in life, including the sector of Sales in business. The technology of cloud computing is one of the used technology in Sales, as what Salesforce.com has been implementing. Salesforce is an American cloud computing company, focusing on a customer relationship management (CRM) product, and has been one of the most highly valued American cloud computing companies as of early 2016.



Cloud computing use in Salesforce.com enables the application along with its features to be accessed by the employees anywhere and anytime, over the internet. Cloud computing also enables data integrity in the system, such that the employees will always be able to see the same shared data because the data is always updated across all accounts. The benefits of no place and time constraints, along with the reliable data centralization are significant in the sector of sales. No place and time constraints means that the employees can work with their customers anytime and anywhere because the data needed is always available on their devices, and that the data is always synchronized across all employees.

However, the main product element that Salesforce offers is the Customer Relationship Management (CRM). It enables the management of a company's interaction with current and potential future customers to improve business relationships with customers, specifically focusing on customer retention and thus driving the sales growth. The system is able to compile data from different communication channels within the company, such as the website, telephone, email, marketing materials, and social media. Businesses can then learn more about their target customers and how to give better solutions to their needs. This approach is driven by the change in Sales method to be more focused towards customer's relationship. The system is able to track sales leads, thus the sales reps do not need to track it manually. By allowing the reps to market through multiple

channels and view all related information and activities, the system is able to reveal what are the things that could convert leads into clients more often and quickly.

Salesforce defines their features by these sectors:

1. Sales
Provides tools that increase productivity, producing sales leads, managing contacts and tracking opportunities, and other tools to score more sales.
2. Service
Provides call-center software, self-service portals to give customer support.
3. Marketing
Provides platform to create 1-to-1 customer relationships by multiple digital channels such as email, mobile, social, and others.
4. Community
Provides an online collaboration platform for customers, partners, and employees to drive deals, productivity, and innovation.
5. Analytics
Provides tools to help analyze the company or the customer's information, such as multiple datasets unification.
6. Apps
Provides platform for building, running, managing, and optimizing apps for the company.
7. Internet of Things
Connecting the internet of things with the important customer data for more meaningful real-time actions.
8. Commerce
Unifying the customer experience across all channels of commerce, from purchasing into customer service.