# **Meeting Agenda & Talking Points — Salesforce (New Client, Sept 2025)**

### 1. Meeting Objective

Establish credibility with Salesforce by referencing their **Einstein Copilot launch** and uncovering near-term growth and margin priorities.

### 2. Agenda Outline

1. Introductions and overview of our banking capabilities.
2. Recap of Salesforce’s recent strategic developments (AI, Data Cloud, cost discipline).
3. Discussion on current challenges and opportunities in the CRM/enterprise SaaS sector.
4. Discovery: understand Salesforce’s near-term goals and financing/M&A appetite.
5. Wrap-up and alignment on potential next steps.

### 3. Company-Specific Highlights

* Salesforce delivered **$35B FY2024 revenue (+11% YoY)** with operating margin improvement to 17% after cost actions.
* Strong shareholder focus: **$20B buyback program** initiated, responding to activist pressure.
* Continued integration of **Slack, Tableau, MuleSoft**, positioning Data Cloud as cross-sell engine.

### 4. Industry & Market Talking Points

* Global CRM market ~$100B, expected **12% CAGR**; consolidation activity accelerating (SAP acquired WalkMe in 2024).
* Competitor dynamics: Microsoft bundling **Copilot into Office/Dynamics** creates pricing pressure; Adobe and Oracle pushing deeper analytics integration.
* EU AI Act could affect Salesforce’s generative AI roadmap in EMEA.

### 5. Bank Value-Add / Ideas

* Explore opportunities for **bolt-on AI/analytics acquisitions** to strengthen Data Cloud.
* Benchmark Salesforce’s **margin trajectory vs. Microsoft and Oracle** to discuss investor perception.
* Raise exploratory questions on **capital allocation priorities**: buybacks vs. tuck-in M&A vs. debt repayment.

### 6. Next Steps / Call to Action

* Share follow-up materials: peer benchmarking pack and AI-related M&A pipeline.
* Propose scheduling a **deep-dive session** with Salesforce’s Corporate Development team.
* Align on preferred cadence for ongoing check-ins (quarterly vs. semi-annual).

### 1. Meeting Objective

**Output:** *Establish credibility with Salesforce by referencing their Einstein Copilot launch and uncovering near-term growth and margin priorities.*

**Data Sources:**

* **SEC Filings (10-K/10-Q, MD&A, Recent Developments)** → confirm product/strategic priorities.
* **Press Releases / IR Website** → Einstein Copilot launch.
* **Earnings Call Transcripts** → management emphasis on growth and margin focus.

### 2. Agenda Outline

**Output:**

1. Introductions and overview of banking capabilities
2. Recap of Salesforce’s strategic developments (AI, Data Cloud, cost discipline)
3. Discussion on CRM/enterprise SaaS sector challenges
4. Discovery: uncover Salesforce’s goals and financing appetite
5. Wrap-up and alignment on next steps

**Data Sources:**

* **Bank Internal Templates** → ensure standard agenda flow for new clients.
* **Prior Meeting Notes (if any)** → skip or adjust items already covered.

### 3. Company-Specific Highlights

**Output:**

* FY2024 revenue $35B (+11% YoY), operating margin expansion to 17%.
* $20B buyback program initiated under activist pressure.
* Integration of Slack, Tableau, MuleSoft, positioning Data Cloud as growth engine.

**Data Sources:**

* **CapIQ Fundamentals → Revenue, Margins, EPS.**
* **CapIQ Segments → Segment revenues (Sales Cloud, Service Cloud, etc.).**
* **SEC Filings (10-K, Financial Statements, Shareholder Returns section).**
* **Press Releases → Buyback, restructuring announcements.**

### 4. Industry & Market Talking Points

**Output:**

* CRM market ~$100B, growing at ~12% CAGR.
* Microsoft bundling Copilot into Office/Dynamics; Adobe and Oracle expanding analytics.
* EU AI Act may constrain AI deployment in EMEA.

**Data Sources:**

* **CapIQ Industry & Peer Data → Market size, peer list.**
* **Equity Research Reports (via CapIQ / internal portal).**
* **Dealogic → Recent SaaS/CRM M&A activity.**
* **News/Press → Competitor launches, regulatory updates.**

### 5. Bank Value-Add / Ideas

**Output:**

* Explore bolt-on AI/analytics acquisitions.
* Benchmark Salesforce’s margin trajectory vs. Microsoft/Oracle.
* Discuss capital allocation trade-offs (buybacks vs. tuck-ins vs. debt repayment).

**Data Sources:**

* **Dealogic → Comparable M&A transactions.**
* **CapIQ Peer Benchmarks → Margins, valuations.**
* **Prior Meeting Notes** (if available) → check if client expressed M&A or financing appetite.

### 6. Next Steps / Call to Action

**Output:**

* Share benchmarking pack and AI-related M&A pipeline.
* Propose deep dive with Corporate Development team.
* Align on cadence for future check-ins.

**Data Sources:**

* **Prior Meeting Notes** → outstanding follow-ups.
* **Bank Internal Templates** → standard next steps for first client meetings.

# **🗒️ Meeting Agenda & Talking Points — Requirements (New Client)**

### 1. Meeting Objective

* **Requirement:** Generate a one-sentence purpose: establish credibility, reference 1 recent strategic signal, uncover client priorities.
* **Data Sources:**
  + **SEC filings (10-K/10-Q, Item 7 MD&A, Recent Developments)** → identify recent priorities.
  + **Press releases / News (CapIQ News, IR website)** → product launches, M&A, strategic moves.
  + **Earnings call transcripts** → management commentary on growth drivers.

### 2. Agenda Outline

* **Requirement:** Create 4–6 agenda items in order: Introductions → Company recap → Industry context → Discovery questions → Wrap-up.
* **Data Sources:**
  + **Prior meeting notes** (if available) → avoid repetition.
  + **Bank internal template** → ensure consistency across new client meetings.

### 3. Company-Specific Highlights

* **Requirement:** Provide 2–3 bullets on recent performance and strategy.
* **Data Sources:**
  + **CapIQ → Fundamentals & Segments** → revenue, margins, segment performance.
  + **SEC filings** → restructuring, buybacks, dividends.
  + **Press releases / News** → partnerships, leadership changes, strategic initiatives.

### 4. Industry & Market Talking Points

* **Requirement:** 2–3 bullets on industry size, growth, competitor dynamics, regulatory changes.
* **Data Sources:**
  + **CapIQ → Industry/Peer data** → market size, comps.
  + **Equity research (internal or via CapIQ)** → sector growth trends.
  + **News/Press** → competitor launches, regulatory updates.
  + **Dealogic** → recent sector M&A/IPO activity.

### 5. Bank Value-Add / Ideas

* **Requirement:** Suggest 2–3 discussion points bankers can raise as potential opportunities.
* **Data Sources:**
  + **Dealogic** → recent financing/M&A transactions to suggest analogs.
  + **CapIQ → Peer benchmarks** → margins, valuation vs. competitors.
  + **Prior meeting notes** → client’s stated interests.

### 6. Next Steps / Call to Action

* **Requirement:** Recommend 2–3 concrete next steps (follow-up materials, deeper sessions, cadence).
* **Data Sources:**
  + **Prior meeting notes** → previous commitments or open items.
  + **Bank templates** → standard follow-up actions for new clients.