



Salesforce Introduction and Market Depth

-BY ROHAN DHAM

TRAINER INTRODUCTION

Hi Everyone

Name : Rohan Dham.

Experience : 5+ years of experience in Salesforce

Certification : 3X certified

Training Experience : 3 years of Training experience

Previous Companies : INFOSYS, DELOITTE, NAGARRO

Salesforce Introduction and Market Depth

MOTIVE OF THE SESSION

SALESFORCE
WORLD'S #1 CRM

WHY ALL THESE APPS
EXISTS ?



YOUTUBE

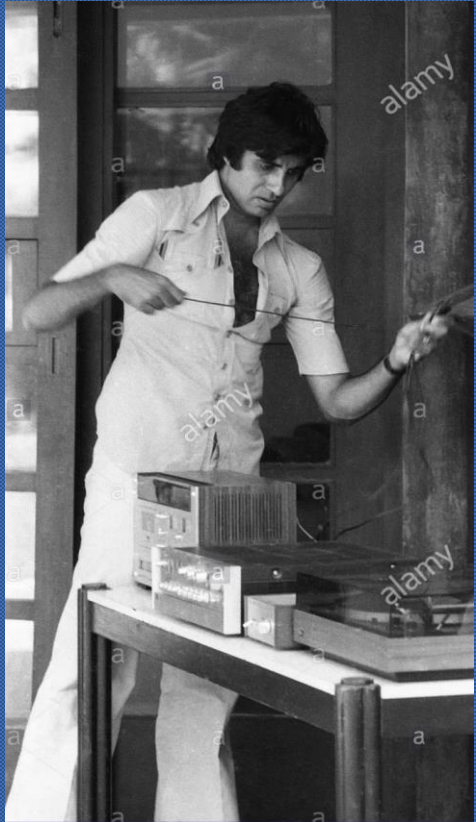


FACEBOOK



GMAIL

1980



DEMAND AND SUPPLY

Got bored of reading stuff :



Want to connect with people across the world :



Want to send and receive emails :



IS THERE A REASON BEHIND SALESFORCE ?

YES!! THERE IS A REASON BEHIND SALESFORCE AS WELL

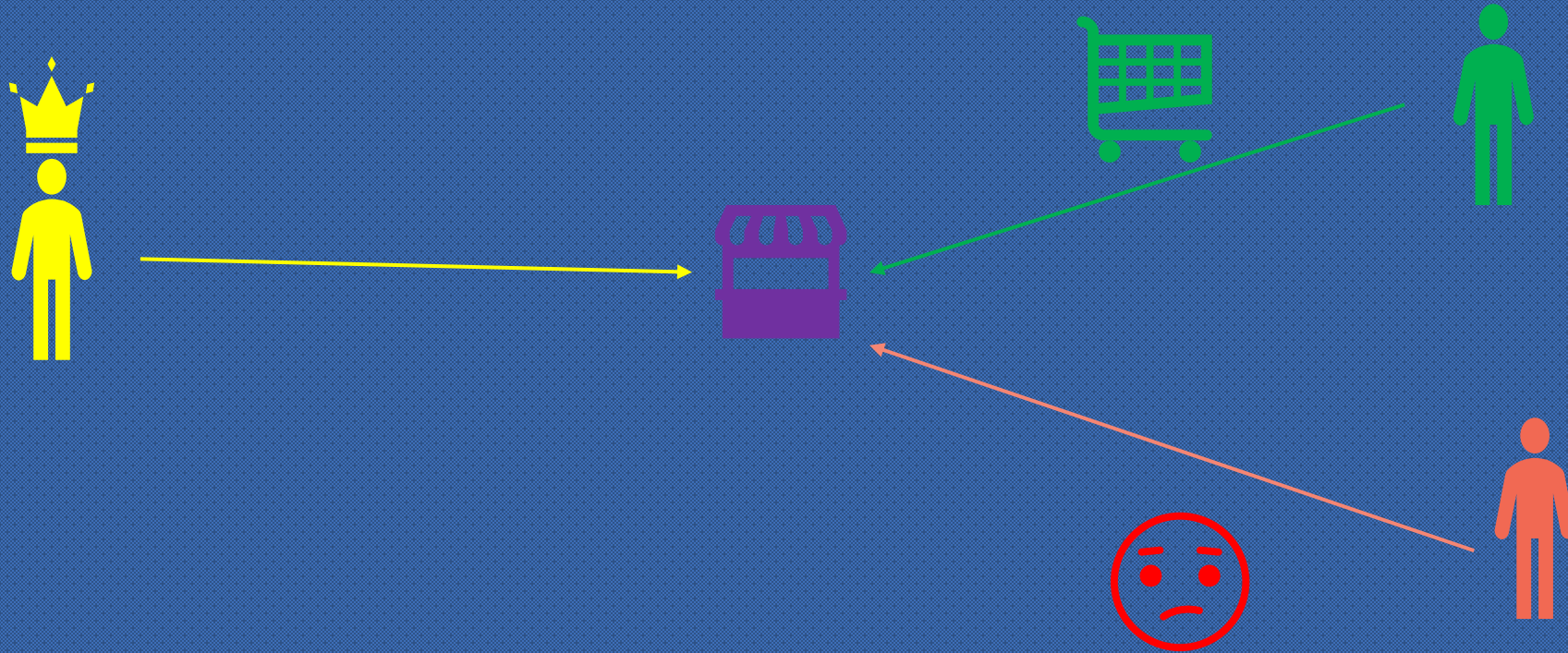
AND FOR THAT, YOU HAVE TO UNDERSTAND CRM

WHAT CRM REALLY IS

Going by the definition, CRM is defined as an application that manages Relationships with our customers and track all the interaction with them.

This is how we conventionally define CRM...

UNCONVENTIONAL WAY



PRIME REASONS / GAPS WHICH CRM IS FILLING

**How many
products are sold
and how many
remain?**

**Who are our
customers and their
buying patterns?**

REDEFINING CRM

CRM is defined as an application that manages Relationships with our customers and track all the interaction with them.

1. Relationships : keeping track of people
2. Tracking : keeping count of products and stuff

WHO STARTED IT ?



SALESFORCE

TEXTBOOK DEFINITION

Customer success platform which is used for :

1. Selling
2. Servicing
3. Marketing
4. Analyzing
5. Connecting

UNCONVENTIONAL WAY!

Any business which a person can think of is broadly divided into 3 phases and Salesforce help us model each every phase of that.

Phase 1 - Creating Awareness / Marketing the product

Phase 2 - Selling the product

Phase 3 - Providing services regarding the product being sold

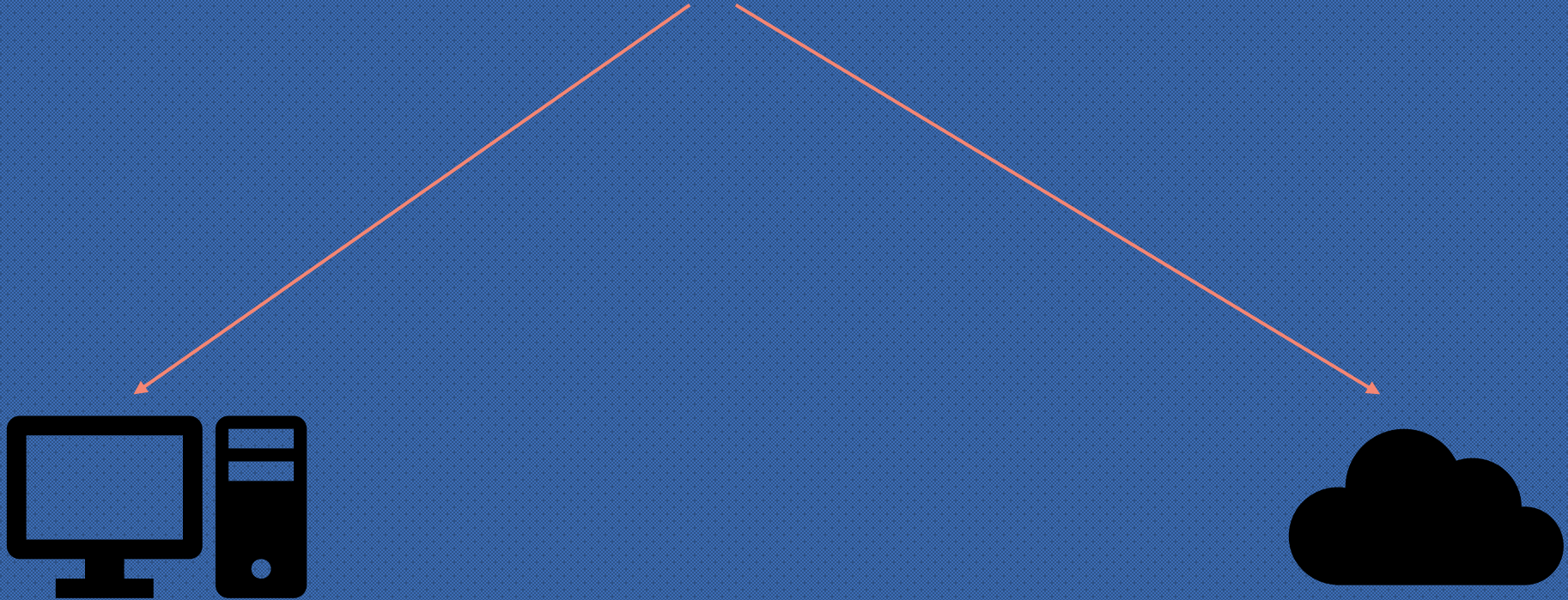


Using Salesforce tailored applications
which they have created based on
their 20 years of experience seeing
the customers requirements

WHAT IS SaaS ?

Software as a Service

CODING



RENTING MAKES MORE SENSE

1. Renting Infrastructure
2. Renting Platform
3. Renting Software

Cloud computing provides us 3 services:

1. IAAS

2. PAAS



3. SAAS



SALEFORCE WORKS ON 2 SERVICES

1. PAAS is used when we are using salesforce platform for creating our own customized application.
2. SAAS is when we are using Salesforce tailored applications which they have created based on their 20 years of experience seeing the customers requirements.

You want help in selling things : Sales Cloud

You want help in servicing things : Service Cloud

You want help in Marketing things : Marketing Cloud

WHY SALESFORCE ?

1. ORGANIZATION
2. AS A CAREER

SALESFORCE FOR ORGANIZATION

A 360 degree
view

Multi-device
data
management

No specialized
software
needed

SALESFORCE AS A CAREER

1. It is predicted that SALESFORCE is going to generate more than 3 million jobs by 2022.

Google

FB

AMAZON

PAYTM

YOUTUBE

DELOITTE

BLACKSTONE

COMPANIES USING SALESFORCE

Google

Deloitte

Amazon

Facebook

Paytm

YouTube

EY

Blackstone

**and many
more..**