**Salesforce Sales Cloud**

[](http://www.salesforcetutorial.com/wp-content/uploads/2018/01/Untitled-Diagram.jpg)

**What is Salesforce Sales cloud?** Salesforce provides Sales cloud as one of their product part CRM. Sales cloud is created especially for Sales people.

One of the best practice of Sales is Keep all your customer information in one place, accessible by whole Sales team, so that your team can sell faster, smarter and be prepared to grow.

Salesforce-Sales cloud provides many features to fallow best practices of Sales.

* Salesforce-Sales cloud help you to maintain all your customer at one place instead of having data in excel, sticky notes, note pad and other formats. So that you cannot lose your critical customer information.
* Salesforce-Sales cloud provides intelligence alerts about the best leads.
* Salesforce-Sales Cloud gives you real-time reports of how your business is doing.

There are many other cools features available, using Salesforce-Sales cloud cool features reps can concentrate on sell more instead of putting efforts on non-selling activities.

Following are the Key **business Goals** achieved by using the Sales Cloud.

### Close more deals

The availability of all the account information as well as product information for customer’s needs makes it easier to drive more number of leads to closure.

### Close deals faster

Mobile apps and visual design of the workflows for business process approvals makes it faster to close the deals.

### Get more deals

Continuous optimization of campaigns depending on the market response and closure interaction with channel partners gets more deals.

### Quicker decisions

The availability of reports and dashboards gives a very detailed picture of the business scenario and also increases accuracy of sales forecasting. So the business decisions are taken quickly.

## Key Features of Sales Cloud

In this section, we will discuss the key features of Sales Cloud. The features are described below −

### Contact Management

Gives complete information on customers including previous communications, discussions, key contact numbers and emails.

### Opportunity Management

It helps create and change quotes in response to sales interaction and deal scenario.

### Salesforce Engage

Gives alerts on active leads and create personalized campaigns.

### Lead Management

Helps assign leads to right people and track the campaigns.

### Reports and Dashboards

Helps create dashboards which can be drilled down for further information. This leads to faster decisions.

### Sales Forecasting

Gives accurate view of sales forecasting which can be adjusted based on real-time data.

### Workflow and Approvals

Helps simplify the approval process and automate any business process using visual drag and drop interface.

### Territory Management

Helps create different territory models and apply rules to them.

### Files Sync and Share

Search, share and find files faster. This leads to a greater collaboration.

### Sales Performance Management

Helps create a link between sales data and sales goals. It also helps in creating performance summaries.

### Partner Management

Easily connect with partners and give them a view of sales performance. It also helps in easy onboarding, training and supporting sales partners.