

Salesforce Essentials

Help small businesses adapt to evolving customer needs faster than ever

Discover the Need

When you ask...	Listen for...
What are your immediate business goals?	Get organized, stop losing leads, grow revenue, better follow up
Have you ever used a CRM before?	No, Not at this company; Yes but it was free/basic; or I used Salesforce at a previous company
Why now?	Can't keep up, too much time spent on basic tasks, need central location for customer info
How many sales reps do you have?	1-5 (Essentials allows up to 10 licenses)
Tell me about your sales process.	Pretty basic, just need something out of the box
What other business tools do you plan to integrate with Salesforce?	DocuSign, Dropbox, Hellosign, Office365, G Suite, AWS, Slack, more on AppExchange and Zapier

What: World's #1 CRM reimagined for small business success. Essentials helps small businesses adapt to evolving customer needs on a scalable platform.

Why: Get small businesses up and running in minutes and ensure ongoing success.

Who It's Good For

- Small business with up to 10 users
- Currently uses spreadsheets or shared inbox
- No or little prior experience with competitive solutions
- Someone who used Salesforce at a previous job
- Very limited budgets

Pricing Details

Annual contract: \$25/user/month
Monthly contract: \$35/user/month

Essentials Benefits: Your 1 Minute Talk Track

Sell Smarter

"Project your sales pipeline and break down the stages of your sales process. By tracking your deals, you'll start to see what works best. Over time, you'll be able to work more leads, faster with Essentials."

Customer Success Story

G Photography needed a CRM that could help her manage pipeline and track revenue goals.

Solution: Salesforce Essentials

Results: 3x increase in sales

Slide (link coming soon)

Deliver Faster Support

"Provide support across email, phone, chat, social, & self-service help center -- wherever your customers or agents are. You can do all of it from within Essentials, which is so much easier and more efficient."

Customer Success Story

Mission.org needed an easy to use CRM to maintain relationships.

Solution: Salesforce Essentials

Results: Apple 2018 "Best of" podcast, 100% NPS

Slide (link coming soon)

Work from Anywhere

"With the shift to remote work, give your team the tools to collaborate from anywhere and drive business success. Salesforce is on desktop and mobile so you can work from anywhere."

Customer Success Story

PepTalkHer needed a CRM that could use from anywhere.

Solution: Salesforce Essentials

Results: 8-10 hrs saved weekly, \$40K saved on manual wages

Slide (link coming soon)

How the Referral Process Works

Ingram Micro Process (in 3 easy steps):

- 1 Enroll into the Salesforce Referral program here: <http://now.ingrammicrocloud.com/salesforce-essentials>
- 2 Complete and submit the required documents to ReferralSAP@ingrammicro.com
- 3 An Ingram Micro sales representative will contact you about your enrollment into the program and review program details with you

From there, Salesforce will support you by:

- 1 Proactively reach out to prospects to nurture
- 2 We offer robust support, including in-app chat and the option for prospects to log a support case.

Salesforce Essentials

Adapt to evolving customer needs faster than ever

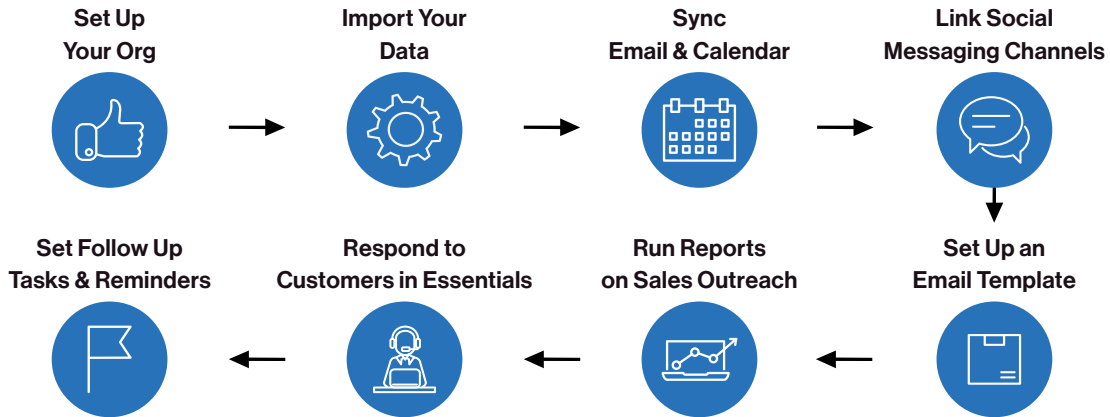
3X More Leads

998% Return on investment

4 hrs Saved Weekly

Read the full
[ROI Case Study](#)

Get Started with Essentials In Minutes



Essentials Product Details

Price

USD \$25/user/month billed annually
USD \$35/user/month billed monthly

Support Customers

- Connect social messaging channels
- Case Management
- Help Center

Report on the Health of Your Business

- Real-time Analytics: visibility into what's going on
- Customizable reports & dashboards

[Full Sales Cloud edition comparison](#)

Track Sales

- Pipe management
- Customizable sales process
- Set follow-up tasks & automate task reminders

Work from Anywhere

- Mobile App
- Offline mobile functionality

Integrate With Your Critical Systems

- Zapier + pre set integrations
- AppExchange

Organize

- Sync email and calendar
- Web-to-Lead Capture
- Mass Email & Email Templates
- Associate files

Additional Resources

Salesforce Support is Ready to Help

- Live and on-demand online training with product experts
- 45 minute 1:1 best practices session to help customize the system to fit individual business needs
- Live chat help available 8am-8pm EST M-F

Hear From Our Happy Customers

- Sales Productivity Reviews
- Customer Support (Case Management) Reviews
- Contact Management Reviews

Links to Helpful Videos

- What Is CRM?
- Essentials Demo Sizzle
- Hands-on Workshops & Tutorial Videos

Competitive Differentiators

- Most powerful CRM for small business
- Highly customizable
- No contact limits
- Robust reporting and analytics
- Automate tasks and business processes
- Scale quickly in Salesforce ecosystem

INGRAM
MICRO
CLOUD

salesforce essentials