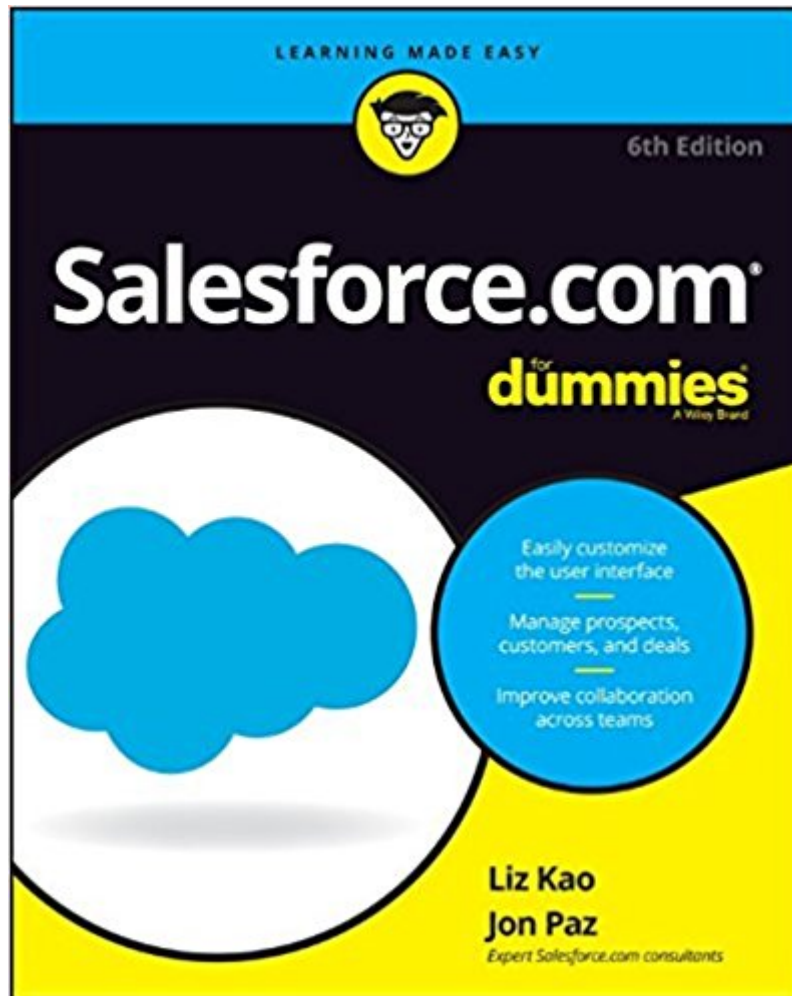




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# Salesforce.com For Dummies



## Synopsis

Your all-access guide to reaping the benefits of Salesforce.com Salesforce.com has a rapidly expanding influence over the way companies across the globe interact with their clientele. Written by Salesforce.com insiders with years of experience in customer relationship management (CRM) solutions, Salesforce.com For Dummies gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll discover how to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, create accurate projects based on past performance, and so much more. A customizable, on-demand CRM solution, Salesforce.com allows businesses to organize and manage all of their customer information—leads, opportunities, contacts, accounts, cases, and solutions—in one place. Whether you're a Windows or Mac user, this down-to-earth, friendly guide shows you how to maximize Salesforce.com's capabilities to close deals faster, gain real-time visibility into sales, and collaborate instantly. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues using Chatter If you're new to Salesforce.com or an existing user looking for the latest tips and tricks to maximize its potential, this friendly guide has you covered.

## Book Information

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Easily customize the user interface Manage prospects, customers, and deals Improve collaboration across teams Put Salesforce.com to work for you More than 150,000 businesses worldwide successfully manage their sales, marketing, and customer service and support functions with Salesforce.com. With the savvy, easy-to-follow advice in this book, you can take advantage of this leading CRM solution right away. Generate more leads, please customers, and measure results, starting now! Insideâ | Make accurate projections Organize and develop contacts Personalize settings and pages Configure to your mobile device Collaborate in the cloud Maintain a leads database Join Salesforce communities

Liz Kao learned to use, sell, implement, and build processes for Salesforce.com while working for the company. She has built dozens of business-specific apps for the software. Jon Paz is a Salesforce consultant who has helped enterprise clients deliver world-class solutions to business challenges.

With my company purchasing this new CRM, I thought I would try to get a jump on it and start studying this book. After using Salesforce for about 5 months now, I can say this book was way too technical and detailed without helping me much. Either it is written to cover too broad of a reader or I just use the absolute basics in SF. I tried and tried to find much value, without success.. There has got to be better books on Salesforce but this one is one I would skip.

Great summary of salesforce. The documentation on SF is overwhelming and this makes it quite concise and easily understandable if you were lost like me.

This will come in very handy when training my team.

Awesome book for anyone looking to learn more about Saleforce

Great book for anyone starting to use Salesforce.

Fine

Very detailed. Too difficult to follow. If you're seeking a basic understanding or a primer, this is not

for you.

Informative

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