

David Taber

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Salesforce.com Secrets of Success

Best Practices for Growth and Profitability

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— JOEL MARTIN, director, Customer Success,
Salesforce.com

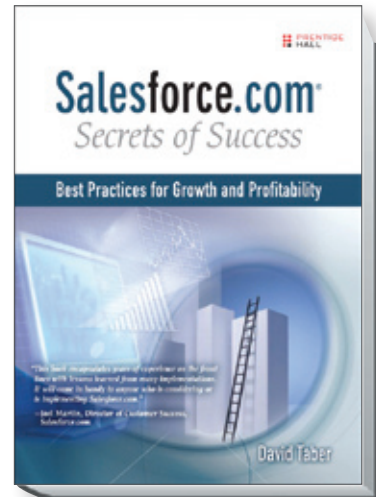
DISCOVER REAL-WORLD BEST PRACTICES . . . WITHOUT PAYING EXPENSIVE CONSULTANTS

You're investing in Salesforce.com for one reason: to drive major improvements in sales performance. *Salesforce.com® Secrets of Success* will help you do just that. Drawing on his experience with dozens of deployments, author David Taber offers expert guidance on every facet of Salesforce.com, including up-front planning, process optimization, implementation, and more. Taber reveals proven best practices you won't find in any other book—information for which you'd have to pay a consultant \$300 an hour or more.

In this book, you'll learn how to develop a comprehensive and effective implementation strategy, prepare your data, and overcome internal politics and other challenges. Then, you'll learn to optimize every area of the organization touched by Salesforce.com. Taber provides questionnaires, tools, step-by-step guides, and extensive online resources — all designed to help you derive more value, more rapidly from Salesforce.com.

- Achieve higher end-customer satisfaction and dramatic sales productivity gains
- Use the SFA Maturity Model™ to assess readiness, fill gaps, and gain early, deep user adoption
- Overcome "people, product, and process" pitfalls that threaten to reduce the value of Salesforce.com
- Learn which tools, add-ons, features, and extensions are right for your implementation
- Implement results-focused best practices for sales, marketing, customer service, finance, legal, and IT

This book's start-to-finish roadmap for success can be used by companies of all sizes in all industries and by executives leading deployments, implementation team members, developers, and users throughout the business.



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Table of Contents

- 1: Planning Ahead
 - 2: Reports and Data
 - 3: Preparing your Data
 - 4: Implementation Strategy
 - 5: People and Organizational Readiness
 - 6: Working the Politics
 - 7: Products You Will Need
 - 8: Optimizing Business Processes
 - 9: Best Practices For Sales
 - 10: Best Practices in Marketing
 - 11: Best Practices in Customer Support
 - 12: Best Practices in Finance and Legal
 - 13: Best Practices in IT
- Appendix A:
Tools to Prioritize Requirements
- Appendix B:
Example Requirement Statements

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About the Author



DAVID TABER is an internationally recognized marketing and management consultant in the IT industry, with more than twenty-five years' experience, including eight years at vice president or above.

Taber's company, SalesLogistix, is a certified implementer of Salesforce.com solutions, with clients in the United States, Canada, Israel, and India. SalesLogistix created two widely used applications in Salesforce's App Exchange. He has personally worked on dozens of Salesforce.com implementations, from early stage start-ups to larger companies such as Sun Microsystems and Symantec. His experience as a marketing VP—working with the sales organization, engineering, customer, support, finance, and corporate management—gives him unique insight into the habits and needs of the executive suite. Additionally, his background in IT makes it easy for him to work at both business and technical levels.

As an accomplished writer and speaker, Taber has created and delivered presentations to audiences in many countries and coaches CEOs on venture capital pitches. He has been a guest lecturer in marketing at the University of California and Carnegie Mellon University, and he taught the product marketing class at the University of California Berkeley extension.