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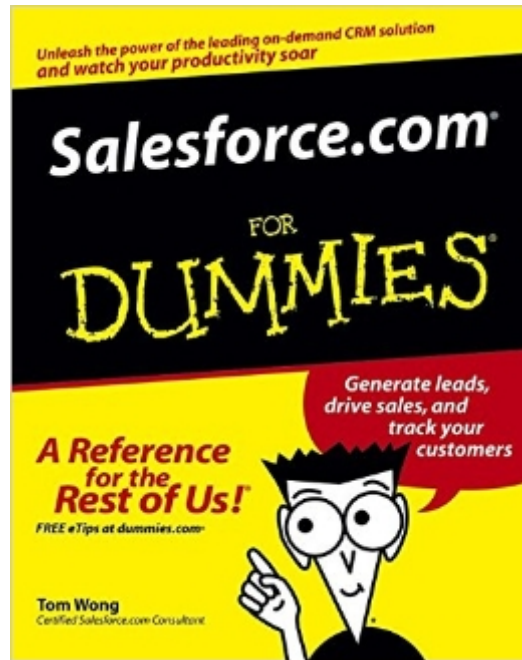
Salesforce.com For Dummies (For Dummies (Computer/Tech))

Synopsis

* Shows sales people, marketers, and customer service representatives how to harness the power of Salesforce.com to enhance productivity, improve customer relations, and boost sales * Salesforce.com, which has more than 147,000 subscribers at 9,800 companies worldwide, won InfoWorld's Best Hosted Application award in 2004 * Covers navigating Salesforce.com, managing leads, understanding customers and competitors, keeping track of contacts, creating a sales forecast, managing users, creating service and support e-mails, working with campaigns, using the report wizard, and more

Book Information

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Best Sellers Rank: #813,709 in Books (See Top 100 in Books)   #9 inÂ Books > Computers & Technology > Networking & Cloud Computing > Networks, Protocols & APIs > COM & DCOM   #9 inÂ Books > Computers & Technology > Programming > APIs & Operating Environments > COM, DCOM & ATL   #853 inÂ Books > Business & Money > Marketing & Sales > Customer Service

Customer Reviews

I purchased several copies of the book for my sales team whose technical proficiency was across the board. While all of the material is covered in the online help available from Salesforce.com, several team members felt much more comfortable with a book that they could hold. It is a great help in getting all of the team members to use the same nomenclature which is the first step in any sales "methodology" becoming effective.Those wishing a deeper dive, should look at the author's other books targeted towards a more advanced and technical audience.

As a new user to the CRM program, Salesforce.com, I was overwhelmed by the amount of information presented on the website. My first thought was, "I wish somebody would writed a

"Dummy" book for the program. I was pleasantly surprised to find out that it was being released and ordered my copy immediately. I received my copy shortly and began reading and applying the data presented in the book.While I will continue to avail myself of the training presented on the Salesforce.com site, the presentation of the data in Salesforce.com for Dummies has given my use of the program a real kick-start.The writer (Mr. Wong), has written this book for users of the program, not for computer programmers. The data is laid out in concise, easy-to-understand terms which even "sales-types" like myself can understand. Applying the suggestions in the chapter on customization has saved me hours of "hair-pulling" work.I will continue to reference this book and will make it required reading for all those in my company using Salesforce.com. It makes a great CRM program even better, because we will now be able to use all of the features, rather than a few basic one.

As a salesforce.com system adminstrator, I found this book to be invaluable. As intuitive as the system is, the topics covered are on point to the needs of users, managers and administrators alike. I found that tasks I learned to do in 15 minutes using the online help features included with the salesforce.com tool, can be done and learned in less than 2 minutes following the clear and concise instructions.Throughout the book are examples of how customers use the tool as well as best practices and are a terrific addition to this handy guide.With this book, I was not only ready to roll on with salesforce.com, but to accelerate quickly to leverage the tool to my sales team and across the enterprise.

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Idea to Billion-Dollar Company and Revolutionized an Industry [(Predictable Revenue: Turn Your Business Into a Sales Machine with the $100 Million Best Practices of Salesforce.com)] [Author: Aaron Ross] [Jul-2011] Python: Python Programming For Beginners - The Comprehensive Guide To Python Programming: Computer Programming, Computer Language, Computer Science Python: Python Programming For Beginners - The Comprehensive Guide To Python Programming: Computer Programming, Computer Language, Computer Science (Machine Language) Careers for Tech Girls in Computer Science Computer & Tech (Peekaboo: Toddler 2 Infant) (Kids Flashcard Peekaboo Books: Childrens Everyday Learning) How to Stop E-Mail Spam, Spyware, Malware, Computer Viruses and Hackers from Ruining Your Computer or Network: The Complete Guide for Your Home and Work