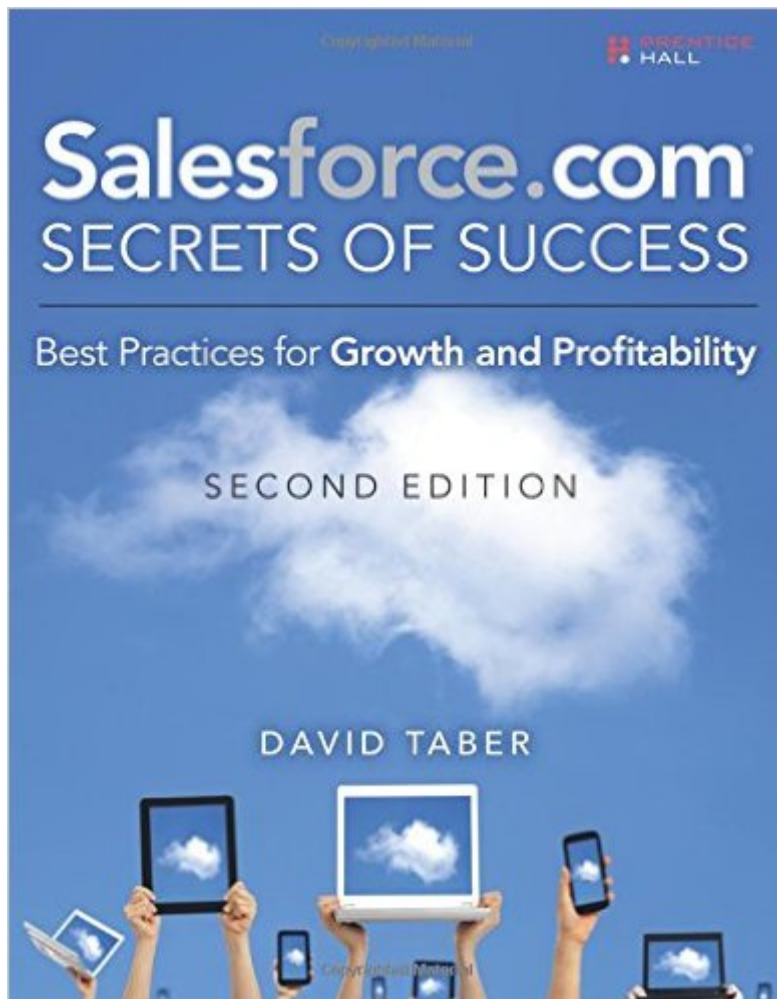


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# Salesforce.com Secrets Of Success: Best Practices For Growth And Profitability (2nd Edition)



## Synopsis

New Tools and Best Practices for Driving More Sales and Profits with Salesforce.com From Chatter to the Service Cloud, Salesforce.com now offers unprecedented opportunities to supercharge business performance. But most SFDC customers won't achieve that potential. Salesforce.com® Secrets of Success, Second Edition, is the one guide that will help you transform these opportunities into profit. Drawing on his personal experience with more than a hundred deployments, David Taber guides you through every aspect of Salesforce.com planning, implementation, and management. Building on a first edition that earned rave reviews, Taber focuses on the most valuable innovations in Salesforce.com's most recent releases. Reflecting all that's been learned about making Salesforce.com work, Taber offers results-focused best practices for sales, marketing, customer service, finance, legal, IT, and beyond. You'll find indispensable new insights into accelerating user adoption, achieving stronger operational results, and overcoming today's key obstacles to maximizing the value of Salesforce.com. New coverage in this revised edition includes Using the Service Cloud to cut costs, accelerate time to revenue, improve agility, and maximize customer lifetime value Leveraging tablets and smartphones to build your CRM strategy Identifying prospects and delighting customers through Salesforce.com's Social CRM capabilities Promoting more effective internal and external collaboration with Chatter Identifying best practices for going all Cloud and managing the attendant risks Establishing realistic "hard" and "soft" metrics for everything from productivity and profitability to social CRM performance Discovering today's most valuable third-party AppExchange products Together with its companion website (SFDC-secrets.com), this new edition offers updated questionnaires, worksheets, templates, checklists, and other resources for every executive, team member, developer, and stakeholder.

## Book Information

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## Customer Reviews

Great read. I strongly recommend to the technical architect solution, data architect, developer and administrator not just business, operations, finance and legal. It gives the reader a holistic view to customer relation manager and sales force automation implementation. It takes the reader in a journey from top 10 list worst practices in agile project to how to understand politics environment surrounding SFDC to best practices in sale, marketing, customer support, finance & legal and IT. My back ground is technical, David in this book brought the science to CRM. I say that because I found these best practices discussed in this book could work in any other CRM cloud solution implementation beside salesforce. Great attention to detail and I founded very helpful. David ask the right questions and highlight the risk at every stage of the implementation. I founded useful for project management and partner consultant as well. I thought project estimate section in chapter 1 more than payed for this book.

Great granular advice to SF users / consumers across all business functions, whether business, operations, finance, legal, ITC, you name it. Love the specificity and equal attention paid to things \*not\* to do vs. those which should be done. Packed with resources, know-how, and sales management savvy. Great read so far.

Great for any #AwesomeAdmin, org manager, or Sales Ops team member to keep handy at your desk. You won't read it cover to cover, but as you implement different processes and features, this book is the go-to reference for Sales and Marketing best practices. Even if the use case in the book doesn't match your situation, it will definitely give you things to think about and gotchas.

Another Salesforce's admins must have book ! Wow - extremely valuable material for all serious and senior Salesforce system administrators. Not only are technical issues dealt with but also strategy and guidelines to ensuring a successful Salesforce implementation. I don't have many Salesforce books, but this is certainly the best.

First, an honest admission. I haven't yet read this book. I ordered two copies today, one for me and one for a coworker. I have however read the first edition. It has highlighting throughout and dog eared pages. I am very much looking forward to new advice and expanded content. There are thousands of pages of advice available in books and online about Salesforce.com. A lot of it is disjointed, disorganized, or badly written. This book is the best place to start. It's not about the application. It's about what you need to do. It's about the fundamental best practices that will give you the best business results from using the application. It's about applying the science of total quality principles and process optimization to the (still...) arts of marketing and selling. It's about why you need to do it. The book addresses the change management issues. What are the benefits for the wide range of Salesforce.com stakeholders: executives, manager, users? What are the business and personal results you can achieve? It's about how you do it. It's almost a checklist for implementation or audit of an existing system. Many business books have 20 pages of ideas crammed into 300 pages. This is not one of those books.

David Taber has written a great book on how to effectively prepare for a successful Salesforce implementation. The key here is preparation, and Mr. Taber goes into great detail on all relevant subjects including establishing best business practices, political navigation within the company, change management issues, as well as specific topics for divisional units (Sales, Marketing, Service, Finance & Legal, and IT). Mr. Taber communicates how important it is for the organization to address all critical business processes and adoption strategies to ensure that Salesforce gains credibility and momentum with all users. The book demonstrates how Salesforce is a powerful platform that amplifies great or poor business process and policy. This book should prove to be a great resource for corporate division leaders as they work towards understanding the complexities of a successful Salesforce implementation. It's also a great resource for Salesforce integration firms looking to understand the critical internal business issues that must be addressed with their clients, before all the cool technological toys can be deployed. Myles Walsh, Director of Operations Intellio (Incloud) Salesforce Solutions [www.intellio.ca](http://www.intellio.ca)

One of my #1 go to Salesforce resources for project managers or Salesforce Administrators. I read through it when I first purchased it but I primarily use it as a reference guide to support implementation or administrative work. There are many gems in here that can be used to ensure that you are executing while considering best practices. I highly recommend this book for anyone that wants to learn a fresh approach and have have ideas and concepts laid out in a clear and

concise way.

Thank you very much David for giving us this book :) Your book is grounded in reality, it is packed with gems of wisdom that will save companies a lot of time and money and help them succeed. For all those who want to use Salesforce or help others benefit from Salesforce - read this book more than once and keep it by your side at all times. There are excellent guidelines packed in every page.

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