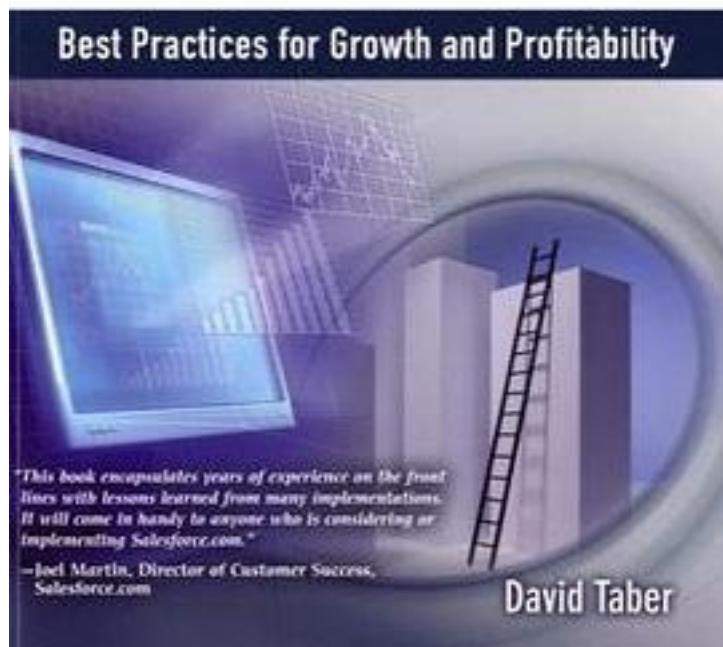


Salesforce.Com Secrets of Success

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Salesforce.com for one reason: to drive major performance improvements across your entire organization. Salesforce.com(R) 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 aspect of Salesforce.com deployment, with results-focused best practices for every area of the organization touched by Salesforce.com, including sales, marketing, customer service, finance, legal, and IT. This is information you'd otherwise have to pay a consultant \$300/hour to get...information you won't find in any other book! Taber walks you through developing a comprehensive and effective implementation strategy, followed by tactics and specifics to overcome every challenge you face, including internal politics. Through this book and its companion Web site, www.SFDC-secrets.com, Taber provides questionnaires, step-by-step guides, and extensive resources—all part of the Revenue Overdrive(t) system that gives your organization maximum results from Salesforce. com. * Achieve higher end-customer satisfaction and dramatic sales productivity gains* Use the SFA Maturity Model(t) to assess readiness, fill gaps, and gain early, deep user adoption* Overcome "people, product, and process" pitfalls that can limit the value of Salesforce.com* Learn which tools, add-ons, features, and extensions are right for your implementation This book's start-to-finish roadmap for success can be used by companies of all sizes in all industries—with specific chapters for executives, team leaders, implementation team members, developers, and users throughout the business.

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