

Dummies Guide To Salesforce

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Salesforce comes packed full of great tools to help you win more deals, get more leads, and provide better customer service. This brief guide will help you understand how Sales Cloud, Marketing Cloud, and Service Cloud help make you more productive and efficient.

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So if you remember nothing else from this dummies' CRM guide, consider the words of Harvard Business Review: "Marketing and sales costs an average of 15% to 35% of total corporate costs... In cases we have reviewed, sales increases arising from advanced marketing and sales information technology have ranged from 10% to more than 30%, and investment returns have often exceeded 100%."

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[Solidifying Your Expertise with Key Salesforce Service Cloud Resources](#). If you already have a solid foundation of Service Cloud features and functionality, you can use the following guides to enhance your instance or just to learn more granular details about Service Cloud settings, "gotchas," and less-used functionality: [The Salesforce AppExchange: Similar to an app store, the AppExchange is a great resource to learn about and install business applications for Service Cloud.](#)

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[What Is Salesforce? A Beginners Guide To Salesforce | Edureka](#)

[Salesforce.com For Dummies by Wong, Tom, Kao, Liz, Kaufman, Matt \(2010\) Paperback](#). 1 Jan 1709. Paperback ... [Learn Salesforce Lightning: The Visual Guide to the Lightning UI. by Felicia Duarte and Rachelle Hoffman | 20 Dec 2017](#). 3.0 out of 5 stars 4. Paperback £18.99 £ 18. 99 ...

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A Business Manager's Complete Guide to SalesForce CRM Improve collaboration, elevate proficiency and facilitate more productive business relationships in your organization. John Wiley & Sons 4.3 (582)

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