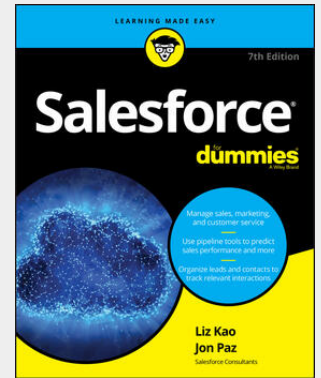


Salesforce For Dummies, 7th Edition

Get up to lightning speed with this fully updated, bestselling guide to using Salesforce.com! Salesforce.com For Dummies, 7th Edition gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll learn how to maximize the new user interface to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Written by Salesforce.com insiders with years of expertise in CRM services, this new edition covers the latest enhancements to Salesforce.com, the world's most popular customer relationship management software. You'll find out how to determine the right configuration to suit your business needs, and how to use apps, widgets, and tools to personalize your system. Then, you'll explore prospecting leads, managing accounts and partners, developing contacts, tracking products, calculating forecasts, and utilizing service and support. * Customize the new user interface with apps, widgets, and tools * Prospect leads, drive sales, and provide outstanding customer service * Manage contacts, identify opportunities, and analyze your results * Collaborate with colleagues using Chatter More than 150,000 companies worldwide use Salesforce.com as their CRM solution--if you're a new or existing user looking to maximize the potential of the new UI, this book has everything you need.

* Manage sales, marketing, and customer service * Use pipeline tools to predict sales performance and more * Organize leads and contacts to track relevant interactions Manage customer relationships like a pro Salesforce is the leading CRM tool for more than 150,000 companies worldwide. Whether you're in sales, marketing, customer service, or on the executive team, this easy-to-follow guide will get you up to speed on the latest updates and best practices. It shows you how to customize Salesforce for your business using the apps, widgets, and tools; organize your contacts; track activities; predict upcoming sales with state-of-the-art pipelining tools; collaborate with colleagues; boost online marketing; close deals faster; and much more. Inside. * Navigate the Lightning Experience * Configure Salesforce for mobile * Manage records and tasks * Collaborate with Chatter * Develop contacts & track leads * Enhance customer support * Analyze and manage sales data



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