

# SALESFORCE



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# EXECUTIVE SUMMARY

Salesforce transformed the CRM landscape by pioneering innovative solutions to business needs that were not fulfilled by traditional systems.

## Limitations of traditional CRMs & Salesforce's strategic innovation

- Cloud-based, Subscription pricing, User-friendly, Flexible and Accessible

## Utilization of the four laws of behavior change to drive user adoption

1. Cue & Response
2. Craving & Reward

## How Salesforce grew so quickly in the face of well-established and highly successful competitors?

- Innovative business model, Bandwagon effect, Intuitive interface, Acquisitions, and Customer centricity

## Salesforce's leading practices:

- Customer success stories, Educational resources, Free trials



## Customer Concerns with Existing CRM Options

1. **High Costs:** Traditional CRM systems required substantial investment in hardware and software licenses.
2. **Complex Implementation & Maintenance:** Significant barrier for smaller companies that did not have dedicated IT resources.
3. **Inflexibility:** Making changes to traditional CRM systems was often complex and costly, lacking the agility to adapt quickly to changes in business.
4. **Poor Scalability:** Often required additional hardware purchases and larger maintenance costs.
5. **Limited Accessibility:** Difficulty for employees working from different locations to access the CRM system.

## Salesforce's Different Approach

1. **Cloud-based Model:** Eliminating the need for costly hardware and reducing upfront investment cost.
2. **Subscription Pricing:** Allowed businesses of all sizes to access CRM tools for a monthly fee, which lowered the barrier to entry.
3. **User-friendly Interface:** Customizable features that can be tailored to specific needs of businesses without needing too much IT expertise.
4. **Scalability and Flexibility:** Empowered companies to easily scale and make quick adjustments.
5. **Accessibility from anywhere:** Facilitating remote work and real-time data access.

## Replication from Competitors

1. **Technology:** New entrants may also create cloud-based services, but Salesforce's continuous innovation keeps itself ahead.
2. **Market Reputation:** Salesforce is perceived as a strong brand, in which customer loyalty would be challenging for new entrants.
3. **Ecosystem:** Salesforce has built a large ecosystem and integrations with other software. New entrants need significant time and resources to catch up.
4. **Data:** Salesforce has accumulated a large amount of user data. New entrants lack of historical data, which is necessary for machine learning and continuous improvement of customer service.

# USE THE LAWS OF BEHAVIOR CHANGE

## TO HELP DRIVE USER ADOPTION

1

### **Cue (make it obvious)**

- Highlighted in marketing and onboarding processes: benefits of instant updates and no hardware installations
- Salesforce's cloud nature made it simpler and more cost-effective, thus, the switch seems like an obvious and easy choice.

### **Response (make it easy)**

- Streamlined the user experience through a highly intuitive interface & customizable dashboard that tailored to meet specific business needs
  - Simplified customer journey: New users could quickly adapt to the system without extensive training
  - Reduced the friction that typically comes with learning a new software system
- .....

2

### **Craving (make it attractive)**

- Consistently enhanced its platform with attractive features (advanced analytics, AI capabilities, etc.)
- Feeds the craving for deeper insights, predictive power, and the flexibility to have access from anywhere, which are highly important in modern business.

### **Reward (make it satisfying)**

- Comes from actual utilization of these features that leads to better prediction of customer behavior, better business decisions, and increased sales and customer satisfaction.
  - Positive business results make Salesforce a rewarding experience that users want to repeat and continue to use their service.
- .....



# RAPID GROWTH & MARKET DOMINANCE

Salesforce's success can be attributed to several factors. The following strategies helped Salesforce not only gained a large amount of users, but also established competitive advantages in the CRM market.

## 1. Innovative Business Model

Being the pioneer in providing a cloud-based CRM service, offering greater scalability compared to traditional software.

## 2. Bandwagon Effect

Endorsement from innovators leads to interest and adoption of the early majority

## 3. Intuitive Interface

Better user experience by reducing dependency on IT expertise

## 4. Strategic Acquisitions

Expanded its technology capabilities and filled gaps to meet the comprehensive needs of the market.

## 5. Great Service and Support

Reassures conservative buyers who prioritize reliability and ease of use over cutting-edge innovation.

## 6. Customer-Centric Approach

Prioritized customer success that leads to strong customer relationships and high customer loyalty.



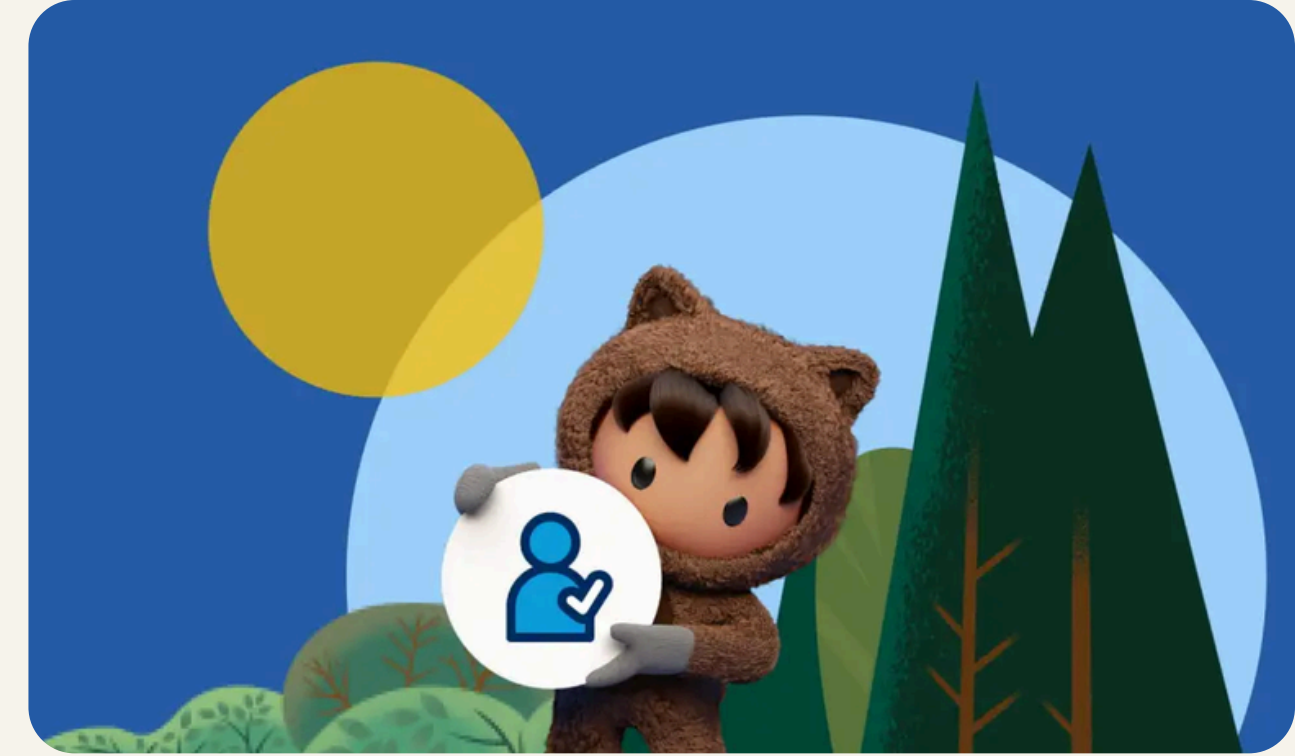
# LEADING MARKETING PRACTICES

## Customer Success Stories (powerful tool for conversion)

Showcases how different industries can benefit from using Salesforce, which effectively demonstrates its versatility and provides proof of how businesses can achieve significant financial returns and operational success through its help. Success stories also largely alleviate customers' uncertainty.

## Educational Resources & Engagement

Its Trailhead platform offers free educational resources, which helps to build skills and increases engagement among users. These learning contents enhance Salesforce's competence by facilitating higher chances of adoption and consumer retention.



## Free Trials

Makes it easy for potential customers to understand their services and reduce the barrier to entry. Users are welcomed to experience Salesforce without needing to commit financially.