

How to select the right Salesforce Lightning edition



With Sales Cloud, reps get one central place to manage all sales-related activities. That means they'll spend less time on administration and more time closing deals. For sales managers, Sales Cloud gives real-time visibility into their teams' activities, so forecasting sales with confidence is easy.

Best of all, Sales Cloud is easy to use and customisable to the way you work. And because it's all in the cloud, everyone can access Sales Cloud with just an internet connection – there is no need for expensive hardware or software. With Sales Cloud, you can simply add more seats or upgrade to another edition that has more features when your business grows. There's no disruption to your business, because we take care of everything behind the scenes.

“Salesforce allowed Bright Horizon to see 5x increase in productivity.”

– SHUANG STOPPE,
VP GROWTH OPERATIONS

Choose the Sales Cloud Lightning edition that's right for your business:

		MOST POPULAR	
Salesforce Essentials	Lightning Professional	Lightning Enterprise	Lightning Unlimited
Out-of-the-box CRM for up to ten users	Complete CRM for any size team	Deeply customisable sales CRM for your business	Unlimited CRM power and support
A\$35	A\$105	A\$210	A\$420
PER USER PER MONTH*	PER USER PER MONTH*	PER USER PER MONTH*	PER USER PER MONTH*
Start fast and grow even faster with Essentials edition. Get going instantly with guided setup, in-app tutorials and Trailhead. Get all the essentials so you can track leads, opportunities, accounts and customer cases. No more manual data entry with automatic data capture. And you can quickly scale your business by adding the apps you need from AppExchange.	Manage your entire sales cycle with Professional edition. Track your sales leads, opportunities and customer cases, as well as manage marketing campaigns, contracts, orders and more. Get real-time business insights with accurate sales forecasts and customisable reports and dashboards.	Do more with Enterprise edition. Automate business processes using workflow and approvals, tailor Salesforce to your company with custom record types and integrate with any system using our web services API. You can also manage complex sales territories and see how your sales deals have progressed with deal trending.	Unlimited edition gives you access to unlimited online training, over 100 admin services and 24/7 toll-free support. Tailor Salesforce to fit your business by building unlimited custom apps and creating custom tabs and objects. And your admins will have access to multiple sandboxes for development and testing.

* Offer requires an annual contract. Monthly pricing available for Essentials edition.

Need a solution for both Sales and Service?

Get Sales Cloud Lightning and Service Cloud Lightning together. Ask us how.

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Sales Cloud Lightning Edition Comparison

	Essentials	Professional	Enterprise	Unlimited
Find and manage leads better.	●	●	●	●
Lead Management	✓	✓	✓	✓
Lead Assignment and Routing	✓	✓	✓	✓
Rules-based Lead Scoring		✓	✓	✓
AI-Powered Lead Scoring			AS	AS
Duplicate Blocking	✓	✓	✓	✓
Web-to-Lead Capture	✓	✓	✓	✓
Mass Email	✓	✓	✓	✓
Campaign Management	✓	✓	✓	✓
Campaign Influence		3	5	5
Email Templates	✓	✓	✓	✓
Salesforce Engage		AS	AS	AS
Pardot B2B Marketing Automation		AS	AS	AS
Manage customer and sales details.	●	●	●	●
Account and Contact Management	✓	✓	✓	✓
Opportunity Management	✓	✓	✓	✓
Customisable Sales Process	✓	✓	✓	✓
Sales Teams			✓	✓
Task Management, Activity Feed	✓	✓	✓	✓
Automated Activity Capture**	✓		AS	AS
Calendar All			✓	✓
Sales Console App		1	✓	✓
Lightning Dialer	AS	AS	AS	AS
Person Accounts		✓	✓	✓
AI-Powered Automated Contacts			AS	AS
AI-Powered Opportunity Scoring			AS	AS
Sell from anywhere on any device.	●	●	●	●
Salesforce Mobile App	✓	✓	✓	✓
Full Offline Mobile Functionality	✓	✓	✓	✓
Inbox Mobile App**	✓	AS	AS	AS
Forecast sales more accurately.	—	●	●	●
AI-Powered Forecasting			AS	AS
Custom Opportunity Fields in Forecasting			✓	✓
Collaborative Forecasting		✓	✓	✓
Opportunity Splits			✓	✓
Forecasting Mobile App		✓	✓	✓
Enterprise Territory Management			✓	✓
Configure, price, quote and bill.	—	●	●	●
Contracts		✓	✓	✓
Orders		✓	✓	✓
Products and Price Books		✓	✓	✓
Quotes		✓	✓	✓
Salesforce CPQ		AS	AS	AS
Salesforce Billing		AS	AS	AS

● All features
 ● Some features
 — Not included
✓ Included in base user licence
 AS Additional fee applies
 ** Included with Salesforce Essentials as a limited-time promotion.

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FOR MORE INFORMATION,
 contact your account executive to learn how we
 can help you accelerate your CRM success.
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	Essentials	Professional	Enterprise	Unlimited
Get real-time sales insights.	●	●	●	●
AI-Powered Opportunity Insights			AS	AS
AI-Powered Account Insights			AS	AS
Customisable Reports and Dashboards	✓	✓	✓	✓
Advanced Reporting Features			✓	✓
Sales Analytics App			AS	AS
Collaborate across your company.	●	●	●	●
Chatter	✓	✓	✓	✓
Files	✓	✓	✓	✓
Topics and Recommendations	✓	✓	✓	✓
Extend Salesforce to your partners.	—	●	●	●
Lead Registration		✓	✓	✓
Partner Communities			AS	AS
Lightning Bolt Solutions			AS	AS
Cross-sell and upsell more easily.	●	●	●	●
Case Management	✓	✓	✓	✓
Knowledge (Read-Only)	✓	✓	✓	✓
Knowledge (Read-Write)	✓	AS	AS	AS
Customise and automate processes.	●	●	●	●
Lightning Platform			✓	✓
Process Builder (Processes Per Org)	5	5	Unl.	Unl.
Workflow and Approval Automation			✓	✓
Lightning App Builder	✓	✓	✓	✓
AppExchange	✓	✓	✓	✓
Customisable Profiles and Page Layouts		2	Unl.	Unl.
Roles and Permissions		2	Unl.	Unl.
Record Types (Per Object)		3	Unl.	Unl.
Partial Sandbox			1	1
Full Sandbox			AS	1
Developer Pro Sandbox		AS	AS	✓
Developer Sandbox		✓	✓	✓
Data Storage Per User	✓	✓	✓	✓
File Storage Per User	✓	✓	✓	✓
Unlimited Custom Applications	✓	✓	✓	✓
Connect sales info to any app.	●	●	●	●
Web Services API		AS	✓	✓
Email Integration with Outlook	✓	✓	✓	✓
Inbox Desktop Apps**	✓	AS	AS	AS
Google Apps Integration	✓	✓	✓	✓
Lightning Sync		✓	✓	✓
Get the most out of Salesforce.	●	●	●	●
Standard Success Plan	✓	✓	✓	✓
Online Case Submission (Two-Day Response)	✓	✓	✓	✓
Access to Premier Success Resources		AS	AS	✓
24/7 Toll-Free Support		AS	AS	✓
Developer Support		AS	AS	✓
Unlimited Online Training	✓	✓	✓	✓
Configuration Services		AS	AS	✓
Access to Accelerators		AS	AS	✓

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