

How to select the right Salesforce edition



With Sales Cloud, sales teams get a single platform to manage all your sales needs today and beyond. 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 from anywhere – 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 edition that's right for your business:

Essentials	Professional	Enterprise	Unlimited
Small business CRM for up to 10 users	Complete CRM for any size team	Deeply customisable sales CRM for your business	The ultimate platform for growth
€25	€75	€150	€300
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.	Fuel sales success on a single platform with Sales Cloud Unlimited. Automatically capture activities, track engagement efforts and streamline your business processes. Using built-in AI, identify best practices, surface coachable moments, prioritise actions, and scale. Tailor Salesforce to align with your business goals by building unlimited custom apps, tabs and objects. And you will have access to multiple sandboxes for development and testing and access to 24/7 toll-free support, training, and expert resources.

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

Need a solution for both Sales and Service?

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

[LEARN MORE](#)



Sales Cloud Edition Comparison

	Essentials	Professional	Enterprise	Unlimited
Find and manage leads better.	●	●	●	●
Lead Management	✔	✔	✔	✔
Lead Assignment and Routing	✔	✔	✔	✔
Duplicate Blocking	✔	✔	✔	✔
Web-to-Lead Capture	✔	✔	✔	✔
Mass Email	✔	✔	✔	✔
Campaign Management	✔	✔	✔	✔
Email Templates	✔	✔	✔	✔
Campaign Influence	-	3 campaigns per opportunity	5 campaigns per opportunity	5 campaigns per opportunity
Manage customer and sales details.	●	●	●	●
Account and Contact Management	✔	✔	✔	✔
Opportunity Management	✔	✔	✔	✔
Customisable Sales Process	✔	✔	✔	✔
Task Management, Activity Feed	✔	✔	✔	✔
Person Accounts	-	✔	✔	✔
Sales Console App	-	1 custom app per org	✔	✔
Sales Teams	-	-	✔	✔
Calendar All	-	-	✔	✔
Salesforce Meetings	-	-	-	✔
Work Queue	-	-	Available for purchase	✔
Inbox	✔	Available for purchase	Available for purchase	✔
Sell from anywhere on any device.	●	●	●	●
Salesforce Mobile App	✔	✔	✔	✔
Full Offline Mobile Functionality	✔	✔	✔	✔
Forecast sales more accurately.	—	●	●	●
Collaborative Forecasting	-	✔	✔	✔
Forecasting Mobile App	-	✔	✔	✔
Custom Opportunity Fields in Forecasting	-	-	✔	✔
Opportunity Splits	-	-	✔	✔
Enterprise Territory Management	-	-	✔	✔
Custom Measure Forecast	-	-	-	✔
Predictive Forecasting	-	-	Available for purchase	✔
Create and track quotes and orders.	—	●	●	●
Contracts	-	✔	✔	✔
Orders	-	✔	✔	✔
Products and Price Books	-	✔	✔	✔
Quotes	-	✔	✔	✔

● All features ● Some features — Not included ✔ Included in base user licence

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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.	●	●	●	●
Customisable Reports and Dashboards	✔	✔	✔	✔
Advanced Reporting Features	-	-	✔	✔
Lead Scoring	-	-	Available for purchase	✔
Opportunity Scoring	-	-	✔	✔
Pipeline Inspection	-	-	Available for purchase	✔
Conversation Insights	-	-	Available for purchase	✔
Collaborate across your company.	●	●	●	●
Files	✔	✔	✔	✔
Topics and Recommendations	✔	✔	✔	✔
Chatter	✔	✔	✔	✔
Cross-sell and upsell more easily.	●	●	●	●
Case Management	✔	✔	✔	✔
Knowledge (Read-Only)	✔	✔	✔	✔
Customise and automate processes.	●	●	●	●
Lightning Flow Automation (Flow + Process Builder)	5 processes and flows per org	5 processes and flows per org	Unlimited processes and flows per org	Unlimited processes and flows per org
Lightning App Builder	✔	✔	✔	✔
AppExchange	✔	✔	✔	✔
Data Storage Per User	✔	✔	✔	✔
File Storage Per User	✔	✔	✔	✔
Unlimited Custom Applications	-	✔	✔	✔
Customisable Profiles and Page Layouts	-	2 profiles per org	Unlimited profiles per org	Unlimited profiles per org
Roles and Permissions	-	2 roles per org	Unlimited roles per org	Unlimited roles per org
Record Types (Per Object)	-	3 types per object	Unlimited types per object	Unlimited types per object
Developer Sandbox	-	✔	✔	✔
Developer Pro Sandbox	-	Available for purchase	Available for purchase	✔
Partial Sandbox	-	-	1 Partial Sandbox included per org	1 Partial Sandbox included per org
Full Sandbox	-	-	Available for purchase	1 Full Sandbox included per org
Lightning Platform	-	-	✔	✔
Workflow and Approvals	-	-	✔	✔
Premium Activity Capture	-	Available for purchase	Available for purchase	✔
Sales Cadences	-	-	Available for purchase	✔
Connect sales info to any app.	●	●	●	●
Email Integration with Outlook	✔	✔	✔	✔
Google Apps Integration	✔	✔	✔	✔
Web Services API	-	Additional €20 /user/ month	✔	✔

