

# HOW TO: PARDOT:

## Use Salesforce Engage for Sales

### Power more sales with help from marketing.

Learn how to use Salesforce Engage for Pardot to close more deals. Salesforce Engage makes it easy to send marketing emails to prospects and add them to nurture campaigns. This Accelerator gives you an overview of Salesforce Engage and teaches you how to send a campaign to potential customers.

### What it can do for you.

- Understand Salesforce Engage Campaigns, nurture programs, reports, and alerts.
- Take full advantage of the Salesforce Engage platform.
- Empower sales to connect effectively with Salesforce Engage for Pardot.

### How it works.

A Certified Specialist will guide you through the process via two calls totaling 3 hours over 1 week.

#### Discover

- Discuss and review your current Pardot and Salesforce Engage status, familiarity, and usage.
- Identify key sales goals or challenges.
- Review and finalize measurable Success Criteria.

#### Delivery

- Follow your Specialist through 3 hours of understanding and sending a Salesforce Engage Campaign and Nurture Program.
- Understand and review Engage Reports and Alerts.
- Discuss recommendations and best practices given your goals and challenges.

#### Outcomes

- Review key learnings
- Outline next steps for Salesforce Engage success

### ADDITIONAL INFORMATION

#### Premier for Pardot

Time you will spend on this Accelerator: 3 hours

#### GOAL

Achieve Faster ROI

#### INTENDED USER

Sales contributors and leaders looking to understand Salesforce Engage to sell smarter with marketing automation for sales.

#### PREREQUISITES

- Must have Pardot Premier Success Plan attached to Pardot account
- Fully implemented Engage licenses
- Current Salesforce Engage customer with an assigned Salesforce Engage administrator(s)
- Leader or executive engaged and committed to your successful business outcome

To schedule your 1-on-1 Accelerator, [visit our Help Portal](#), or contact your account executive or success team today!

#### Corporate Headquarters

The Landmark @ One Market Street  
Suite 300  
San Francisco, CA 94105  
United States  
1-800-NO-SOFTWARE  
[www.salesforce.com/services-training/add-ons/accelerators](http://www.salesforce.com/services-training/add-ons/accelerators)

#### Global Offices

Latin America +1-415-536-4606  
Japan +81-3-5785-8201  
Asia / Pacific +65-6302-5700  
EMEA +4121-6953700

