Overnight, the way companies sell and customers buy has changed. So many transactions are online. So many meetings are virtual. Why does this matter? Because this new kind of sales landscape requires adaptation to a new way of selling.

The key to becoming a best-in-class sales organization today? Making sure that sales reps and managers alike gain new skillsets to excel at selling today. Teams need to think about guiding reps through new conversations. How do they engage and build rapport online? How do they close a deal when they can’t be in-person? When do they reach out, and how? Plus, reps need to learn about the products they’re selling and how to deliver the right message. And managers need to adapt, too, and pivot to remote management. With more virtual interactions and more distributed teams, managers need to figure out how to engage, motivate, and coach their reps remotely. This is where Salesforce comes in.

How to Skill Up Your People

Here’s what you need to make sure every sales rep and leader has the right skills for today’s sales engagements.

**Salesforce Automation**
With Sales Cloud, sales reps can sell faster and smarter with a flexible, AI-powered sales platform designed to maximize rep productivity and success.

**High Velocity Sales**
With High Velocity Sales, leaders get to determine and disseminate best practices for customer outreach at each stage of the deal. And reps know exactly who they need to reach out to and what to say.

**Salesforce Maps**
With Salesforce Maps, field sellers can use location-based intelligence and data to understand how to adapt to the locales’ and customers’ safety protocols, and plan their routes and visits to keep everybody safe.

**Sales Cloud Einstein**
With Sales Cloud Einstein, sales reps win more deals by prioritizing their time with intelligent automation, smarter scoring, actionable insights, and predictive forecasting.

**Lightning Dialer**
With Lightning Dialer, sales reps connect quickly with customers and prospects, with an integrated click-to-call telephony solution inside of Sales Cloud.

**Salesforce Anywhere**
With Salesforce Anywhere, sales reps and leaders can collaborate in workspaces directly from inside Sales Cloud to develop and share account plans, opportunity notes, and 1:1 and coaching feedback.

Get a Guided Tour to see how Sales Cloud can help you skill up.

For helpful sales articles, videos, and tips, check out our Sales Resource Center.