

Bring the Power of the World's #1 CRM to Email



When it comes to providing amazing experiences for customers, salespeople play a critical role. They are the front line, meeting with customers 1-on-1, uncovering business challenges, and recommending products and services that make an impact. In doing so, sales reps foster trust, build customer advocates, and ultimately generate revenue.

Unfortunately, many salespeople cannot realize their full potential because administrative tasks clog up most of their day. On average, sales reps spend 66% of their time on mundane things like searching for customer information, data entry, and scheduling meetings¹.

As a result, sales reps either miss opportunities or ignore important but routine parts of the job like data entry. According to recent surveys, 89% of executives believe their sales teams are missing opportunities², and 79% of opportunity-related data that sales reps gather never makes it into the CRM system³.

Mobile and Desktop Productivity Apps for Sales

At Salesforce, we believe that every salesperson should be empowered to connect with their customers in a whole new way, so we developed Inbox. It's a brand-new selling experience that brings email, calendar, and Salesforce together into one seamless productivity app, helping reps focus on what matters most – your customers.

“Sales reps want to focus more on selling. Sales managers want to measure sales performance. Salesforce Inbox is a win-win situation for sales reps and managers.”

Michel Glezer,
COO, Easy Taxi

Inbox makes every step of the sales motion easier and faster for reps. As you engage with customers, Inbox automatically logs every email and calendar event to Salesforce, eliminating time wasted on data entry.

When you're drafting an email or getting prepared for a customer meeting, Inbox automatically surfaces relevant customer data, so you always have the context necessary to move the deal forward. And with mobile and desktop applications, Inbox allows you to sell smarter wherever you're working.

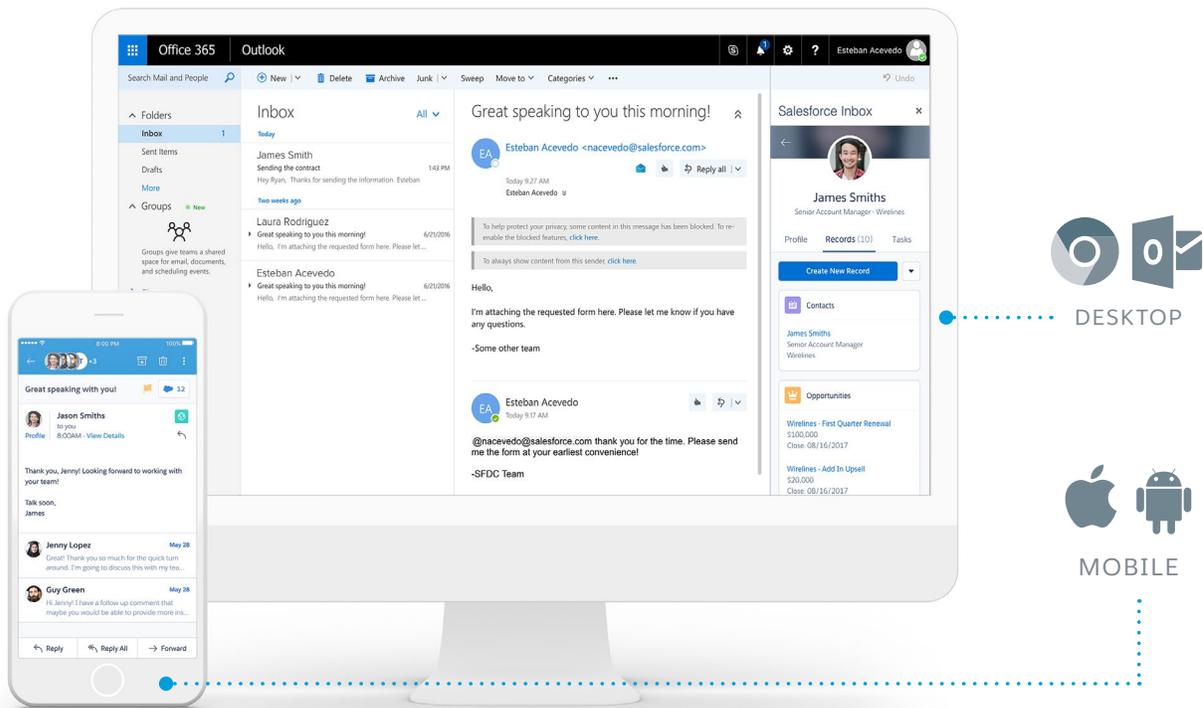
Spend More of Your Time Selling

- **Einstein Activity Capture** – Sync emails and calendar events to Salesforce and associate them with the right records automatically.
- **Quick-create** – Add deals to your pipeline and contacts to Salesforce without leaving your email inbox.
- **Insert Availability** – Secure customer meetings faster by eliminating scheduling friction.
- **Mass Email** – Send personalized 1-to-many email messages to streamline customer outreach.

Inbox Drives Sales Performance⁴



1. DocuSign: "State of Sales Productivity 2015." 2015.
2. CSO Insights: "Impact of Big Data on Sales Performance: Why Big Data Should Be a Big Deal for Sales." 2012.
3. ESNA: "What is Sales Really Doing With Their Time?" 2014.
4. Results collected during a Salesforce Inbox customer survey in May 2016. Response sizes vary per question.



Access Customer Data When and Where It's Needed

- **Contextual CRM** – Access relevant Salesforce CRM data right from your inbox or calendar.
- **Activity Timeline** – Get visibility into the history of a customer relationship with everyone's communications logged to Salesforce.
- **Contact Profiles** – Enhance your address book with data automatically captured from email signatures and social media.
- **Salesforce1 Integration** – Jump from Inbox to Salesforce1 with one click to dive deep into your customer data.

“Absolutely saved time, helped us close business quicker, and identify new opportunities.”

Sean Giancola,
Chief Revenue Officer,
New York Post

Sell Smarter, Anywhere

- **Email Engagement** – Personalize your selling motion by tracking whether customers open emails and click links.
- **Recommended Follow-ups** – Stay on top of every deal with notifications for emails in need of immediate reply.
- **Mobile Calendar** – Manage a busy meeting schedule with agenda templates and one-click conference calls.
- **Activity Reporting** – Learn why your best reps are winning so you can coach the rest of your team.

Pricing and Availability

\$25 / PER USER
PER MONTH

Requires a license to one of the following Salesforce products:

- Sales Cloud
- Service Cloud
- Force.com
- Employee Apps & Communities
- Partner Communities
- Chatter Only

Works with Salesforce Lightning & Classic.

Inbox does not support OEM licenses.

	Supported Email Accounts				
	Gmail	Office 365	Exchange 2010	Exchange 2013	Exchange 2016
INBOX APPS					
Gmail Extension <i>Supercharge Gmail with a Salesforce side panel and email productivity built into your inbox.</i>	✓				
Add-in for Outlook <i>Supercharge Outlook with a Salesforce side panel and email productivity built into your inbox. Works with Outlook web apps and Outlook 2013 and later.</i>		✓		✓	✓
Mobile Apps for Apple iOS and Android <i>Sell smarter with a standalone mobile productivity app with a full-featured email inbox and calendar connected to Salesforce. Works for smartphones and tablets.</i>	✓	✓	✓	✓	✓
EMAIL & CALENDAR SYNC TO SALESFORCE					
Einstein Activity Capture <i>Sync emails and calendar events to Salesforce and associate them with the right records automatically (Requires Salesforce Lightning)</i>	✓	✓			
Lightning Sync <i>Automatically sync calendar events and contacts from your email account to Salesforce. (Works with Salesforce Lightning & Classic)</i>	✓	✓	✓	✓	✓

For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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