

How to select the right Salesforce 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 customizable 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 edition that's right for your business:

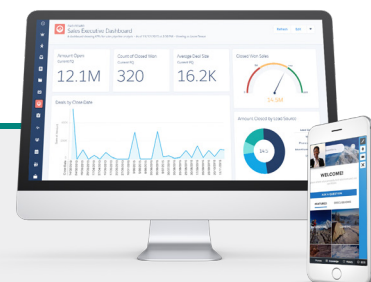
Essentials	Professional	MOST POPULAR Enterprise	Unlimited
Small business CRM for up to 10 users	Complete CRM for any size team	Deeply customizable sales CRM for your business	Unlimited CRM power and support
\$25 USD	\$75 USD	\$150 USD	\$300 USD
PER USER PER MONTH*	PER USER PER MONTH*	PER USER PER MONTH*	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 customizable 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 and Service Cloud together. Ask us how.

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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	✔	✔	✔	✔
Rules-Based Lead Scoring	–	✔	✔	✔
Lead Registration	–	✔	✔	✔
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	✔	✔	✔	✔
Customizable Sales Process	✔	✔	✔	✔
Task Management, Activity Feed	✔	✔	✔	✔
Person Accounts	–	✔	✔	✔
Sales Console App	–	1 custom app per org	✔	✔
Sales Teams	–	–	✔	✔
Calendar All	–	–	✔	✔
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	–	–	✔	✔
Create and track quotes and orders.	–	●	●	●
Contracts	–	✔	✔	✔
Orders	–	✔	✔	✔
Products and Price Books	–	✔	✔	✔
Quotes	–	✔	✔	✔
Get real-time sales insights.	●	●	●	●
Customizable Reports and Dashboards	✔	✔	✔	✔
Advanced Reporting Features	–	–	✔	✔
Collaborate across your company.	●	●	●	●
Files	✔	✔	✔	✔
Topics and Recommendations	✔	✔	✔	✔
Chatter	✔	✔	✔	✔

● All features ● Some features – Not included ✔ Included in base user license

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FOR MORE INFORMATION,
contact your account executive to learn how
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	Essentials	Professional	Enterprise	Unlimited
Cross-sell and upsell more easily.	●	●	●	●
Case Management	✔	✔	✔	✔
Knowledge (Read-Only)	✔	✔	✔	✔
Customize 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	–	✔	✔	✔
Customizable 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	–	–	✔	✔
Connect sales info to any app.	●	●	●	●
Email Integration with Outlook	✔	✔	✔	✔
Google Apps Integration	✔	✔	✔	✔
Lightning Sync	–	✔	✔	✔
Web Services API	–	Additional \$25 USD/user/month	✔	✔