

Choose the CRM you won't outgrow.

Grow faster and more predictably with the CRM voted #1 for SMB, mid-market, and enterprise by customers on G2.¹

Small businesses with big visions choose Salesforce.



Flexible As You Scale

Start small, expand at your pace, and never hit a wall. Salesforce flexes to fit your needs, no matter how fast or far you grow.



One Complete Platform

Spend less time swiveling between tools and more time acquiring, selling to, and serving customers.



Autonomous Agents

Automate tasks with Agentforce. Agents nurture prospects, coach reps, handle conversations 24/7, and help build campaigns.



Intelligent AI & Analytics

Get out of spreadsheets with ready-to-use reports and dashboards, customizable for any KPI. Quickly act on insights with embedded AI.



Connected Ecosystem

Extend your platform, business, and network with 7,000+ apps, 900+ consulting partners, and 21M+ Trailblazers.



Trusted To Deliver

Get access to innovations from 150k+ businesses of all stages. When you're ready for the next step, your solutions are, too.

Start 2X faster with Salesforce.

17
Days

vs.

36
Days

On average for SMBs to
implement Salesforce²

On average to
activate Sales Hub³



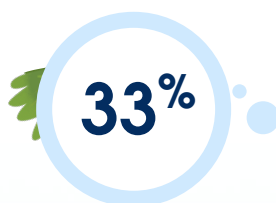
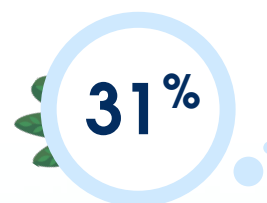
"We chose Salesforce because HubSpot lacked the customization to meet our needs. Salesforce's flexibility allowed us to create solutions that align with our business goals, ensuring seamless operations and the ability to scale as we grow."

Paul Shin, VP of Marketing, B10 Energy

Sources: ¹ G2 Grid® for CRM 2024. ² FY25 Customer Success Metrics from 202 small businesses ³ HubSpot vs Salesforce Sales Cloud Web Page, December 2024.

Sales Cloud is best for most businesses, per G2 reviews.

Accolade	Salesforce	HubSpot
Best for Small Business ¹	✓	
Best for Mid-Market ¹	✓	
Best for Enterprise ¹	✓	
Software Categories Ranked #1 In	164 ²	69 ³
5 Star Customer Reviews	15,055 ⁴	8,260 ⁵
Positive Reviews Of Ease Of Use	4,674 ⁴	1,095 ⁵

Customers that switch from HubSpot see real results.**ROI achieved****More accurate AI****More revenue**

Source: 2024 Salesforce Success Metrics [Customers who switched from HubSpot to Salesforce]. Data is aggregated from 326 customers across nine countries.



“I found Salesforce to be far more intuitive and supportive for the sales process than HubSpot.”

Lauren Linzer, Director of Solutions, Tonic



“We moved from HubSpot to Salesforce based on long term factors such as integrations and scalability. There were also short term issues such as dashboards, reporting, deal management, renewals, etc.”

Ian Hutchinson, VP of Sales, DuploCloud



“Consolidating the sales tech stack has saved our reps at least an hour a day since switching over from HubSpot.”

Matt Tait, CEO, Decimal

Sources: ¹ G2 Best CRM Software Dec. 2024; ² G2 Salesforce Page Mar. 2025; ³ G2 HubSpot Page Mar. 2025; ⁴ G2 Salesforce Sales Cloud Reviews & Product Details Mar. 2025; ⁵ G2 HubSpot Sales Hub Reviews & Product Details Mar. 2025

