

# Discover Sales Cloud

Get a complete sales solution from pipeline to paycheck, on one integrated and trusted platform. Built on the Einstein 1 platform, Sales Cloud empowers entire sales teams with trusted AI, grounded in data from any source, for sellers, leaders, ops, and even partners – all to help unleash growth.

## Fuel Data-Driven Decisions

Build a strong data foundation and fuel AI. Connect, unify, and harmonize all of your customer data from any product and system. Empower teams and drive strategies with one single source of truth for every customer.



**Decreased order processing time by 80%**

[Baca Systems](#)

## Supercharge Seller Productivity

Boost productivity with built-in AI, infused across the sales cycle. Help sales teams focus on the right actions and opportunities with predictive AI. Level up seller productivity with a personal, intelligent assistant: Einstein Copilot powered by generative AI.

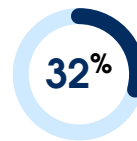


**50% increase in sales productivity**

[Ennube](#)

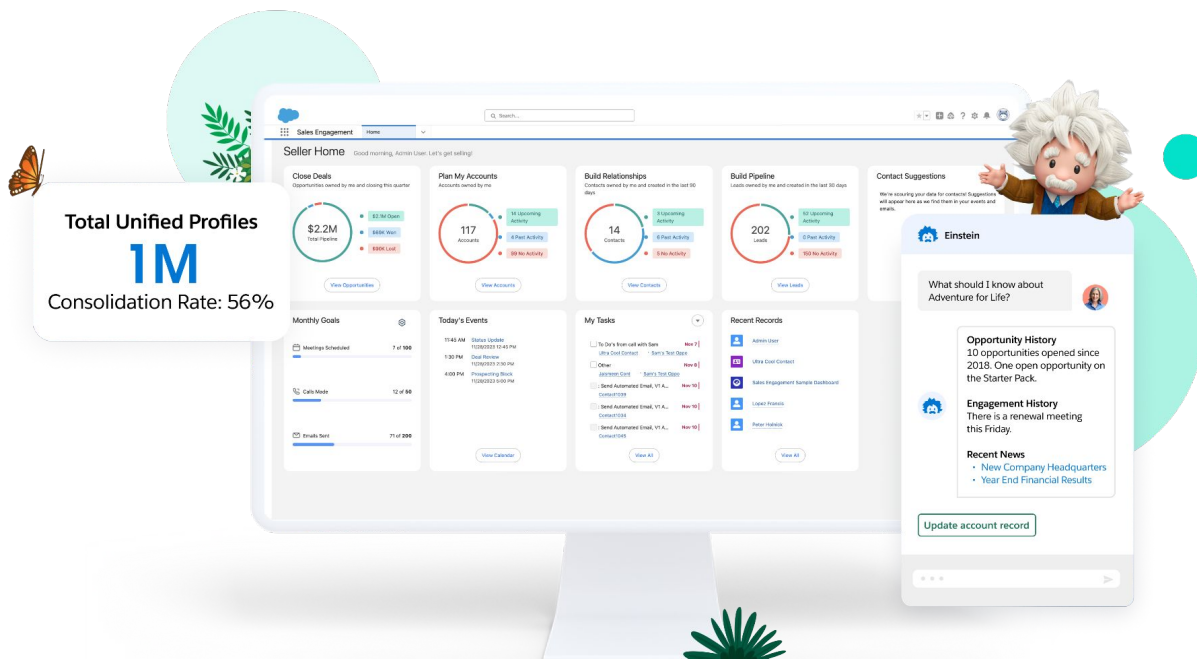
## Accelerate Revenue on One Platform

Turn your CRM into a system of intelligence, full of actionable insights and analytics powered by internal and external data sources. Use data to drive business decisions from process to planning and unlock revenue.



**32% increase in ROI**

2023 Salesforce Customer Success Metrics Survey



Compare top features across Sales Cloud Editions.

| Feature                                                     | Description                                                                                                                                                                                                                       | Enterprise | Unlimited | E1SE |
|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------|------|
| <b>Account, Contact, Lead, &amp; Opportunity Management</b> | Manage the entire sales cycle from tracking sales leads, opportunities and quotes to managing account and individual contact details in one place.                                                                                | ✓          | ✓         | ✓    |
| <b>Workflow Approvals &amp; Process Automation</b>          | Drive efficiency and empower people with automated, scalable business processes.                                                                                                                                                  | ✓          | ✓         | ✓    |
| <b>Customization &amp; Flexibility</b>                      | Build apps and customize Salesforce to meet your business needs. Manage roles and permissions to tailor access for different users.                                                                                               | ✓          | ✓         | ✓    |
| <b>Forecast &amp; Pipeline Management</b>                   | Manage forecasts and maintain healthy pipeline in CRM. Improve forecast accuracy with your own KPIs, real-time signals, and embedded historical charts. Track key pipeline metrics, see changes, and de-risk deals with insights. | ✓          | ✓         | ✓    |
| <b>Sales Engagement*</b>                                    | Bring AI and CRM with you across every channel and guide reps to close deals faster with intelligent automation and AI recommendations.                                                                                           | \$         | ✓         | ✓    |
| <b>Einstein Conversation Insights</b>                       | Uncover valuable data from sales calls. Identify customer trends and signals, surface coachable moments, and drive consistency by sharing best practices to accelerate onboarding and enablement.                                 | ✓          | ✓         | ✓    |
| <b>Activity 360*</b>                                        | Automatically capture and sync sales interactions back to your CRM. Analyze all activities at scale, get visibility across the business, and uncover key insights with AI.                                                        | \$         | ✓         | ✓    |
| <b>Predictive AI*</b>                                       | Guide sales with predictive AI across the sales cycle. Accelerate decisions and focus on the right deals with predictions and actionable insights.                                                                                | \$         | ✓         | ✓    |
| <b>Data Cloud*</b>                                          | Unify all customer data from any product and system. Give teams one source for every customer to improve personalization, enhance AI insights, and unlock growth.                                                                 | \$         | ✓         | ✓    |
| <b>Einstein Copilot</b>                                     | Boost productivity with Einstein Copilot for sales, a conversational assistant powered by generative AI.                                                                                                                          | \$         | \$        | ✓    |
| <b>Revenue Intelligence</b>                                 | Get pre-built analytics and AI-driven insights embedded across the sales cycle. Integrate Salesforce and external data in your CRM for an up-to-date customer view.                                                               | \$         | \$        | ✓    |
| <b>Sales Programs*</b>                                      | Create, deliver, and scale sales programs in your CRM to help sellers and unlock revenue. Quickly deliver sales plays based on performance and connect those programs to activities and outcomes.                                 | \$         | \$        | ✓    |
| <b>Sales Planning</b>                                       | Build data-driven sales plans within CRM quickly and accurately. Easily segment customers, carve balanced territories, allocate quotas, and establish plans to hit goals, and more.                                               | \$         | \$        | ✓    |
| <b>Salesforce Maps*</b>                                     | Optimize rep performance with an intelligent map-based interface and increase time with customers. Build engagement plans, optimize routes and scheduling in real-time, use mobile to capture data and streamline admin tasks.    | \$         | \$        | ✓    |
| <b>Slack Sales Elevate</b>                                  | Centralize the selling conversation, surface real-time CRM data and insights, and help teams manage both pipeline and CRM records in Slack.                                                                                       | \$         | \$        | ✓    |
| <b>Storage, Objects, APIs &amp; Sandbox*</b>                | Do more with Sales Cloud with more data storage, custom objects, and API calls. Speed up development and reduce costs with additional sandboxes.                                                                                  | \$         | ✓         | ✓    |
| <b>Premier Success Plan</b>                                 | Build a path to success by leveraging Premier's expert guidance and coaching, tailored resources, and 24/7 global support.                                                                                                        | \$         | ✓         | ✓    |



Included in base user license



Additional fees applies

\* Some functionality may be included in Enterprise Edition or Unlimited Edition.

Visit our pricing page to see more details of features included in Sales Cloud Editions:  
[salesforce.com/products/sales-pricing](https://salesforce.com/products/sales-pricing)