

Grow fast with Starter Suite — the most complete CRM starter suite.

Get sales, service, marketing, commerce, and collaboration tools.

Starter Suite is the best way for companies of all sizes to start fast and grow faster with CRM. Deepen your customer relationships with Starter's simplified solutions for sign-up, onboarding, data import, and connected customer data.



Start fast with a simple, powerful CRM.

Take advantage of simplified sign-up, easy-to-follow onboarding, and ready-to-use tools.



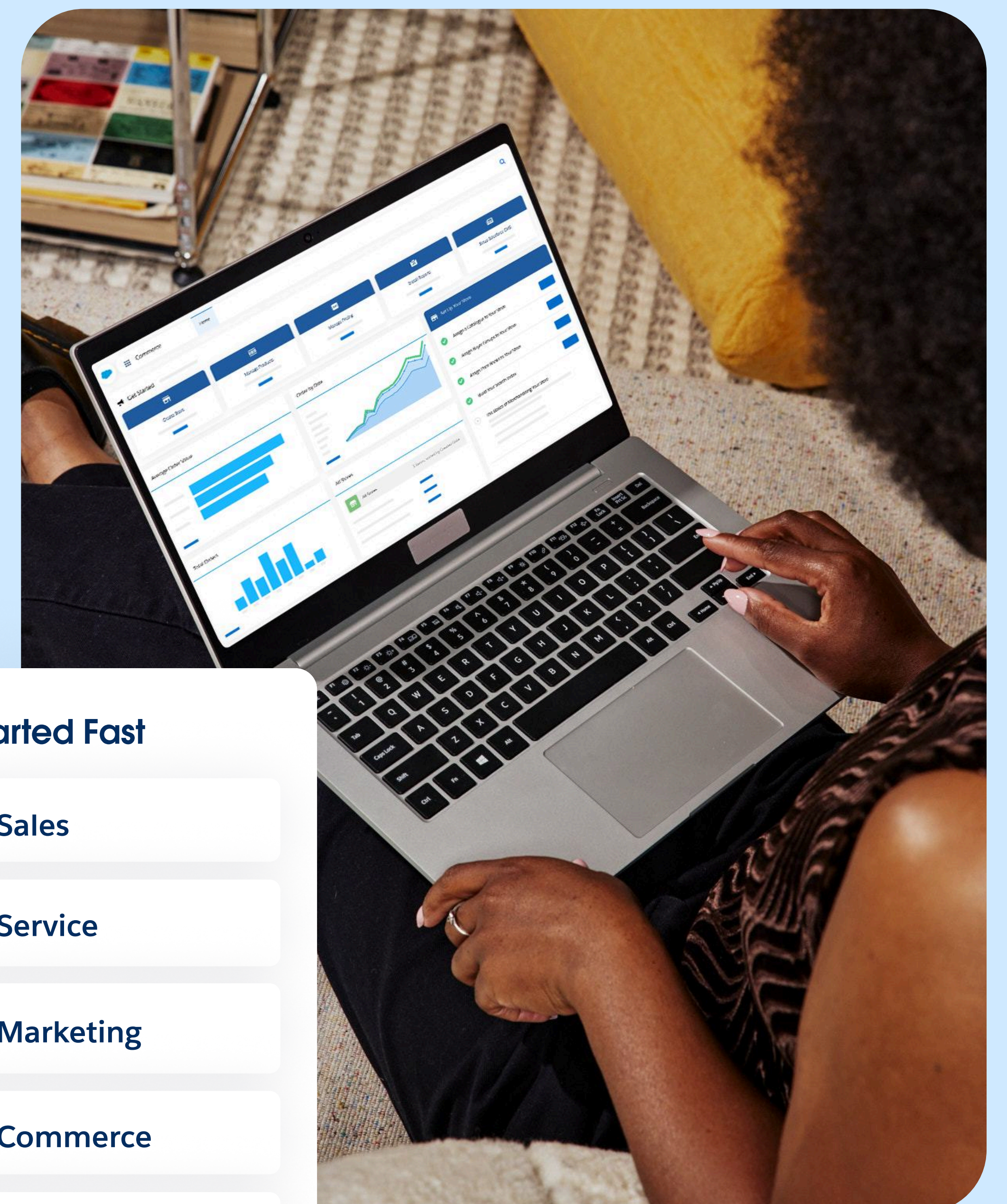
Connect customer data with Slack conversations.

Collaborate and act on your data to find more leads, win more deals, and keep customers happy.



Gain insights into your business health.

Use dashboards and reports for a full view of your business performance, so you can make data-driven decisions.



Get Started Fast



Sales



Service



Marketing



Commerce



Slack

See what companies are saying about Starter Suite.

"Salesforce has been transformational. Where we once relied on fragmented tools for basic tracking, we now run everything, sales pipelines, investor management, and client engagement, through one streamlined platform."

Kristian Phillips
CEO, Cloudfit

"People are thrilled to have a platform they can use to manage the business and see opportunities. After six weeks, everyone with an account was using Starter. Before, they had no one to reach out to for information. Now, it's become their single source of truth."

David Perrett
VP, Direct Mail Technology,
Sandy Alexander

Dive deeper into Starter Suite.



Start fast with guided onboarding and a seamless integration with Slack, and grow your business across sales, service, marketing, and commerce.

Sales

Homepage

Get a daily digest of your contacts, leads, opportunities, and to-dos in one place.

Easy email integration

Connect Starter to your email inbox, and use Einstein Activity Capture to keep your email and calendar in sync.

Out-of-the-box sales

Easily manage your pipeline and opportunities with simplified, built-in sales stages.

Default dashboards and reporting

Start with a set of intuitive dashboards with key sales reports. Then configure and customize as you'd like.

Service

Connect email support

Integrate email as a support channel directly into Starter, so you never miss a customer service request.

Case management

Manage all the details related to your customer service requests and support them directly from the case.

Knowledge management

Create and publish knowledge articles to enable your team or customers.

Automate repetitive tasks

Use custom email templates and quick text to address common issues with prewritten support solutions.

Marketing

Effective email campaigns

Build effective flows with email content that resonates with your audiences, and let Einstein Send Time Optimization determine the best time to send.

Marketing

Segmentation filters

Easily segment leads and customers into business-critical lists for personalized and effective outreach.

Landing pages and forms

Create impactful emails your audience wants to read and use templates to build them faster.

Streamlined Email Builder and Sends

Leverage premade templates to quickly build email content or design your own branded newsletters, sales emails, and more.

Commerce

Storefront builder

Quickly create and launch a branded online storefront with drag-and-drop, low-code design tools.

Merchandising tools and commerce analytics

Manage products, prices, and buyers with built-in guidance and simplified tools. Then optimize with data-driven insights to drive more revenue.

Promotions

Boost sales with premade promotion templates or create your own from scratch.

Pay now

Streamline payments by offering various payment options and sending secure payment links directly from your CRM.

Slack

Connected Slack conversations

Set up a free Slack account in Salesforce and collaborate with real time conversations directly within records, so teams can stay updated and take action without switching tools.

Learn more about Starter Suite at salesforce.com/starter.

Need an advanced CRM suite?
Check out [Pro Suite](#).