9 reasons why sales managers love Salesforce CRM

Abstract

Managing all aspects of sales productivity takes work. By providing 360-degree visibility into the sales process, however, Salesforce CRM makes that work easier—and more effective—than ever before.

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With Salesforce CRM, managers can truly own the sales process, with total visibility into all information about prospects and customers, all in one place. They can see the status of their pipeline, deals in progress, projected revenues, and the performance of their reps. They can also stay on top of emerging trends—and move quickly to take advantage or avoid mistakes. With this information, they can easily identify which deals need help, which reps are doing well, who needs coaching, and what it all means to the bottom line.

Here's what managers get with Salesforce CRM:

1. **Decision support** – Managers have the information to quickly prioritize deals or customer issues. Because the team's pipeline is in front of them 24/7, they can plan ahead, set targets, and strategize on reaching quotas.
2. **Support for coaching team members** – Managers can see when a rep needs assistance, either in general or with a specific opportunity. With this information, they can better understand customers' goals and issues. Of course, the application also shows where team members excel, so managers can encourage effective behavior.
3. **Advanced forecasting –** Because the entire team's opportunities are updated and aggregated in the application, there's no more need for Excel spreadsheets. Managers can review previously submitted forecasts and update or override forecasts.
4. **On-demand reports** – Managers can run reports in real time—no waiting for team submissions. Current reports on accounts, opportunities, team member tasks, and activities performed are always available.
5. **Dashboards** – Managers can get at-a-glance status information about their most critical business metrics with color-coded dashboards. For example, dashboards can show:
   - User adoption
   - Sales goals and metrics
   - Support and service metrics
6. **Trending analysis and benchmarking –** Thanks to real-time reports and dashboards, it's never been easier to develop and track a team's short- and long-term business goals and key performance indicators (KPIs).
7. **Lead management analysis** – Managers can see the percentage of qualified leads, how long it takes to convert them, and where leads are coming from. They can also see which sales reps are most effective at converting leads and use that information to make the most of their teams' skills.

Best practice

8. **Opportunity management analysis –** By quickly searching through weeks or quarters for a side-by-side analyses of team numbers, managers can see where opportunities were won or lost and what issues should be tackled right away.

9. **Activity management analysis** – Managers can evaluate sales activities at a glance, including outbound calls, emails, follow-up conversations, and more. Activities can help ensure that the biggest deals and highest-priority customers receive the most attention.

For More Information

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

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