



How Salesforce.com Uses Salesforce Operations

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Agenda

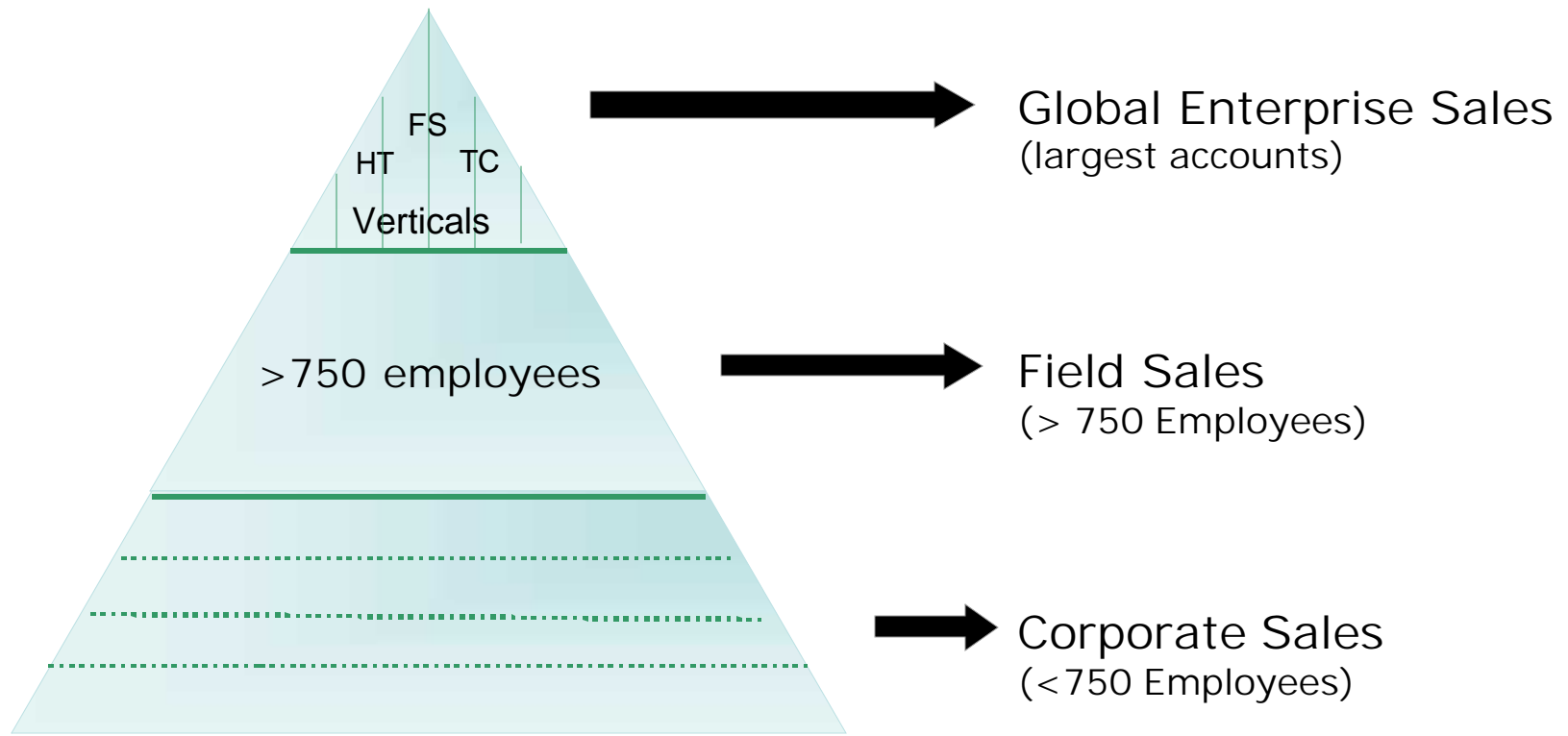
- Introduction
- Panel Discussion on how salesforce.com's Sales organization uses our own Application:
 - Territory Design
 - Order Management
 - Sales Methodology
 - Sales Training
 - Sales Forecasting



salesforce.com's Worldwide Sales Organization



Our Account Stratification Adds Complexity



Salesforce App Supports Growing Sales Organization

- Since Dreamforce last year...
 - 8,000 more customers
 - > 100 more Account Executives
 - 50% growth of the Sales Organization
- Our application scaled to meet the needs of the growing Sales organization
 - 50% growth in opportunities year-over-year
 - >30 Sales Bootcamp trainees per month
 - New Sales certification process (850 individuals certified worldwide)
 - Increased number of sales managers and sales strata
 - Added Overlay account teams
 - New Global Enterprise sales team
 - New vertical focus
 - Automating more and more of our sales processes





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Any Questions for the Panel?

- Questions on how salesforce.com uses Salesforce to:
 - Manage territories
 - Run a global sales team
 - Measure the productivity of the global sales team
 - Track and manage training
 - Measure training effectiveness
 - Embed and socialize sales methodology
 - Deliver certifications worldwide sales organization
 - Convert opportunities and book deals



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