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The Secrets of My Success with Salesforce.com

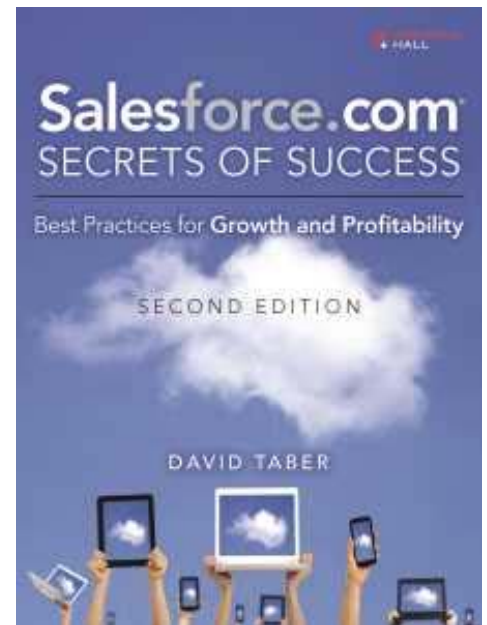
By David Taber

New Tools and Best Practices for Driving More Sales and Profits from Salesforce.com

From Chatter to the Service Cloud, Salesforce.com now offers unprecedented opportunities to supercharge business performance. *Salesforce.com® Secrets of Success, Second Edition*, will help you transform these opportunities into profit.

Drawing on his personal experience with more than a hundred deployments, David Taber guides you through every aspect of SFDC planning, implementation, and management. Building on a first edition that earned rave reviews, Taber focuses on the most valuable innovations in Salesforce.com's most recent releases.

Reflecting all that's been learned about making Salesforce.com work, Taber offers results-focused best practices for sales, marketing, customer service, finance, legal, IT, and beyond. You'll find indispensable new insights into accelerating user adoption, achieving stronger operational results, and overcoming today's key obstacles to maximizing the value of SFDC to your organization.



**Second Edition Bulk Pricing
for print and electronic versions**

Chapters focused on the needs of your team, from individual contributors to VPs or C-level executives

- Executive Summary
- Best Practices in Sales
- Best Practices in Marketing
- Best Practices in Service & Support
- Best Practices in Finance & Legal
- Best Practices in IT
- Making the Business Case
- Reports and Data
- Implementation Strategy
- Working the Politics
- Reworking Business Processes
- Products You Will Need