

SALESFORCE – OPTIMIZED FOR SALESPEOPLE

MOVE FASTER WITH THE EXPRESS CONSOLE



LEAPINGFOX.COM



THE “TABS TAX” NOBODY TALKS ABOUT

Poor CRM data hygiene isn't a discipline problem — it's a design problem.

Salesforce is powerful, but for the person carrying a quota, it can feel slow, cluttered, and hard to work in.

Every update means another tab, another screen, another few clicks reps do not have time for.

- Opportunities in one place.
- Tasks somewhere else.
- Activity history buried behind another click.
- Dashboards built for leadership reporting, not rep workflow.

Every switch slows the rep down.
That hidden cost is the **Tabs Tax**.



Pipeline Velocity — slows with every extra click

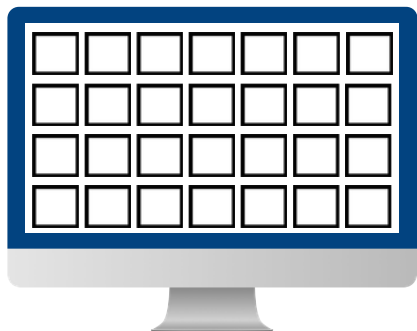
Rep Focus — gets lost in constant context-switching



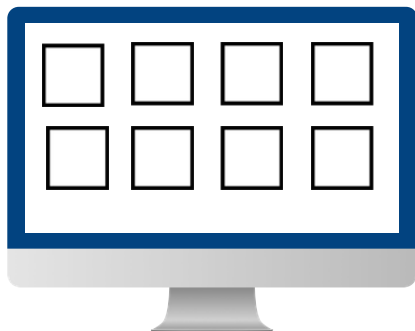
Data Quality — suffers when updates feels like a chore

SALES REPS DON'T AVOID SALESFORCE - THEY AVOID FRICTION

(Death by a Thousand Tabs)



Scattered Salesforce Workflow



Optimized Salesforce Workspace

TYPICAL REP EXPERIENCE

- Too many tabs open
- Constant tab switching
- Too many screens for simple updates
- No clear "what do I do next"

THE RESULT

- Updates get skipped
- Calls get logged later
- Deal stages wait until Friday
- Managers lose visibility

MULTIPLY THAT ACROSS A TEAM AND
FORECASTING ACCURACY COLLAPSES

**THE PROBLEM ISN'T THE REP-
IT'S THE FRICTION.**

THE TRUE COST OF AN UN-OPTIMIZED SALESFORCE

A top-tier sales tech stack is already a major investment.

Salesforce. Sales Intelligence. Sequencing. Enablement. Meetings. Proposals. Productivity tools.

But when reps still have to jump between screens to work an opportunity, the investment does not reach it's full potential.

Sales Stack Cost:

- SF: \$165/month
- Gong: \$125
- LinkedIn: \$100
- SalesLoft: \$100
- 6Sense: \$125
- ZoomInfo: \$175
- Zoom: \$25
- Docusign/Loopio: \$75

\$12,000/year

THE BOTTOM LINE: YOU'RE PAYING FOR A FERRARI BUT YOUR REPS ARE SPENDING HALF THEIR DAY LOOKING FOR THE KEYS.

EXPRESS CONSOLE PUTS THE WORK IN ONE OPTIMIZED SALESFORCE WORKSPACE, SO REPS CAN EXECUTE AT FULL SPEED.

A SINGLE WORKSPACE FOR THE WAY SALESPEOPLE ACTUALLY WORK

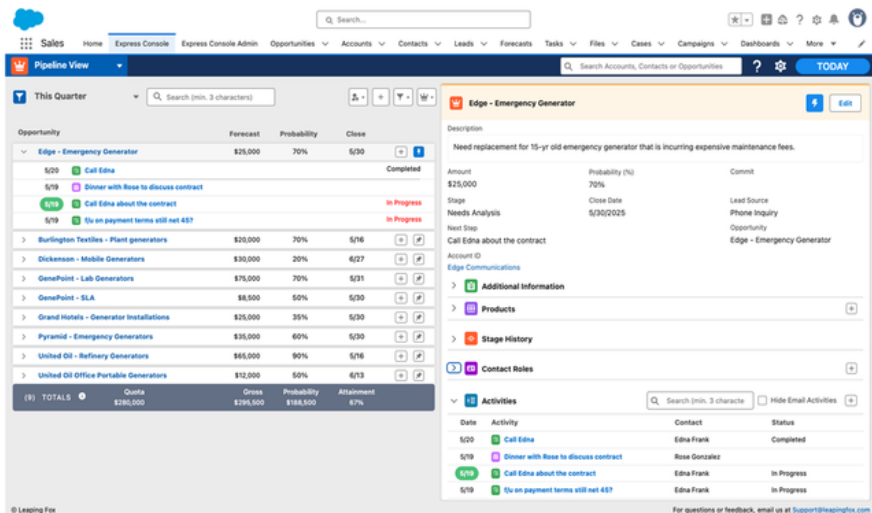
Express Console™ turns Salesforce into an optimized workspace with Opportunities, tasks, activity, next steps, and pipeline updates - all in one place.

One workspace. Fewer clicks. No Tabs Tax.

 **High-Velocity Execution:** Tasks, meetings, and key opportunities are visible from the moment reps start the day.

 **Frictionless Updates:** Pop-up quick actions and streamlined views help reps log calls, update stages, and move on with fewer clicks.

 **Manager Visibility:** When reps update in real time, managers and Sales Ops get cleaner deal data and more reliable forecasts.



The screenshot displays the Express Console interface, which integrates Salesforce data into a single workspace. The top navigation bar includes tabs for Sales, Home, Express Console, Express Console Admin, Opportunities, Accounts, Contacts, Leads, Forecasts, Tasks, Files, Cases, Campaigns, Dashboards, and More. The main content area is divided into two sections: a Pipeline View on the left and a detailed view of an opportunity on the right.

Pipeline View: This section shows a list of opportunities with columns for Opportunity, Forecast, Probability, and Close. The opportunities are grouped by quarter (This Quarter). The list includes:

- Edge - Emergency Generator (Forecast: \$25,000, Probability: 70%, Close: 5/30, Status: Completed)
- Burlington Textiles - Plant generators (Forecast: \$20,000, Probability: 70%, Close: 5/16, Status: In Progress)
- Dickenson - Mobile Generators (Forecast: \$30,000, Probability: 20%, Close: 6/27, Status: In Progress)
- GenePoint - Lab Generators (Forecast: \$75,000, Probability: 70%, Close: 5/31, Status: In Progress)
- GenePoint - SLA (Forecast: \$8,500, Probability: 50%, Close: 5/30, Status: In Progress)
- Grand Hotels - Generator Installations (Forecast: \$25,000, Probability: 35%, Close: 5/30, Status: In Progress)
- Pyramid - Emergency Generators (Forecast: \$35,000, Probability: 60%, Close: 5/30, Status: In Progress)
- United Oil - Refinery Generators (Forecast: \$65,000, Probability: 90%, Close: 5/16, Status: In Progress)
- United Oil Office Portable Generators (Forecast: \$12,000, Probability: 50%, Close: 6/13, Status: In Progress)

Summary: The summary row shows a total forecast of \$286,500, a gross of \$295,500, a probability of 67%, and an attainment of 67%.

Edge - Emergency Generator Detail View: This section provides a detailed view of the selected opportunity. It includes a description, amount (\$25,000), probability (70%), and close date (5/30/2025). The view also shows the account ID, contact roles, and a list of activities. The activities table includes columns for Date, Activity, Contact, and Status.

Date	Activity	Contact	Status
5/20	Call Edna	Edna Frank	Completed
5/19	Dinner with Rose to discuss contract	Rose Gonzalez	Completed
5/18	Call Edna about the contract	Edna Frank	In Progress
5/19	Live on payment terms still not 45?	Edna Frank	In Progress

ONE SCREEN — 50% FEWER CLICKS.

WHEN SALESFORCE IS OPTIMIZED, SALES TEAMS MOVE FASTER

Salesforce works best when reps can use it
without slowing down.

Express Console helps turn Salesforce from an
administrative burden into a sales execution
workspace.

1. Less context switching
2. Faster opportunity updates
3. More reliable forecasts
4. Cleaner pipeline data
5. Higher ROI on your Salesforce investment

READY TO SEE WHAT OPTIMIZED SALESFORCE LOOKS LIKE?

Get a quick walkthrough of how Express Console helps
reps manage opportunities, tasks, and updates in one
streamlined Salesforce workspace.

No long pitch — just the workflow.

[SEE THE WORKFLOW](#)