Comelite Cloud

salesforce registered consulting partner

Sales Cloud Einstein

Automate Sales Activities

To improve your sales reps' productivity, Sales Cloud Einstein reviews their activities and provides recommendations and insights that steer them in the right direction. But, the key to great recommendations and insights is great data.

Fact

In fact, 90% of the world's digital data was created last year. This deluge of information includes data on all your sales reps' activities: their phone calls with leads, their emails to contacts, their CRM data on accounts, and much more!

Sales Cloud Einstein harnesses all that data and feeds it to a flexible algorithm. Almost immediately, you get results.

With Sales Cloud Einstein, you replace that test kitchen with an Easy-Bake AI Oven.

Einstein Activity Capture

- Connect your email and calendar to Salesforce, so your emails and events are automatically logged in Salesforce and added to related records.
- Eliminate data entry and increase sales rep productivity.
- Track sales-related activities and generate insights.

Einstein Automated Contacts

-Einstein Automated Contacts uses email and event activity to find new contacts and opportunity contact roles to add to Salesforce.
-Depending on how you set up the feature, Einstein suggests the new data or adds it for you.

Target the Best Leads

Lead scores and predictive factors are visible not just in list views, but also on detail pages. So the information stays handy whether reps are sorting leads or getting ready to make a call or send an email.

As your team continues to convert more leads over time, Predictive Lead Scoring constantly adjusts its analysis in order to discover any new patterns that emerge.

Einstein Lead Scoring

-Automatically prioritize the highest value leads based on their likelihood to convert with defined lead scores.

-Help reps determine which leads to focus on first to convert leads faster.

-Identify the top factors that determine predictive lead scores to uncover what's driving the best leads.

-Track key lead score metrics across your org including average lead scores, conversion rates, and lead score distribution to measure the health of incoming leads.

Close More Deals

Einstein Opportunity Insights offers smart predictions and follow-ups about different opportunities precisely when they're needed. The insights are specific to your organization and team, and they appear on the Home page, opportunity records, and in list views.

Sales reps can see all the insights related to their deals on the Home page. The Home page also features actions relevant to different opportunities, such as the ability to edit an opportunity's close date or email a contact who hasn't responded to a request. Reps can dismiss insights or leave feedback about the relevance of individual insights.
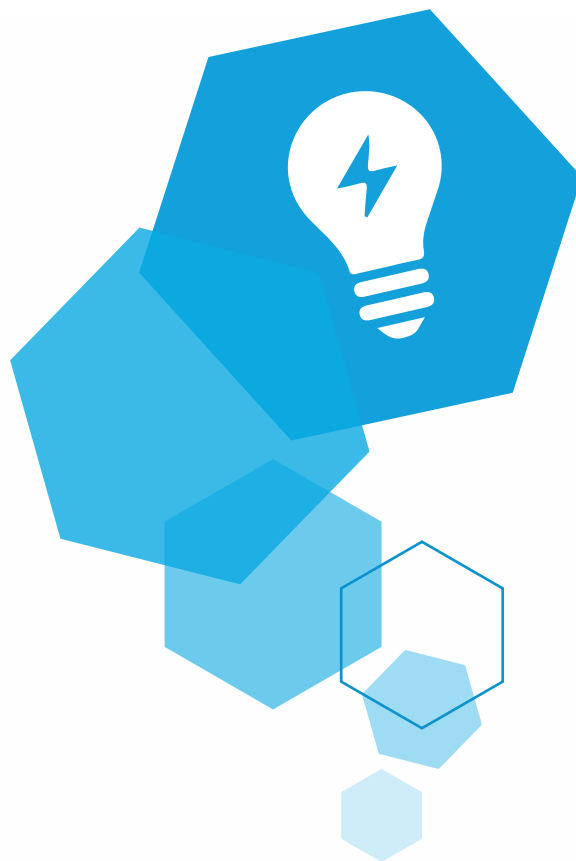
Einstein Opportunity Insights

Surface key opportunity insights including customer sentiment, competitor involvement, and overall prospect engagement to understand whether or not a deal is likely to close.

Provide sales reps with the best next action to take based on positive and negative signals to increase the likelihood of closing an opportunity.
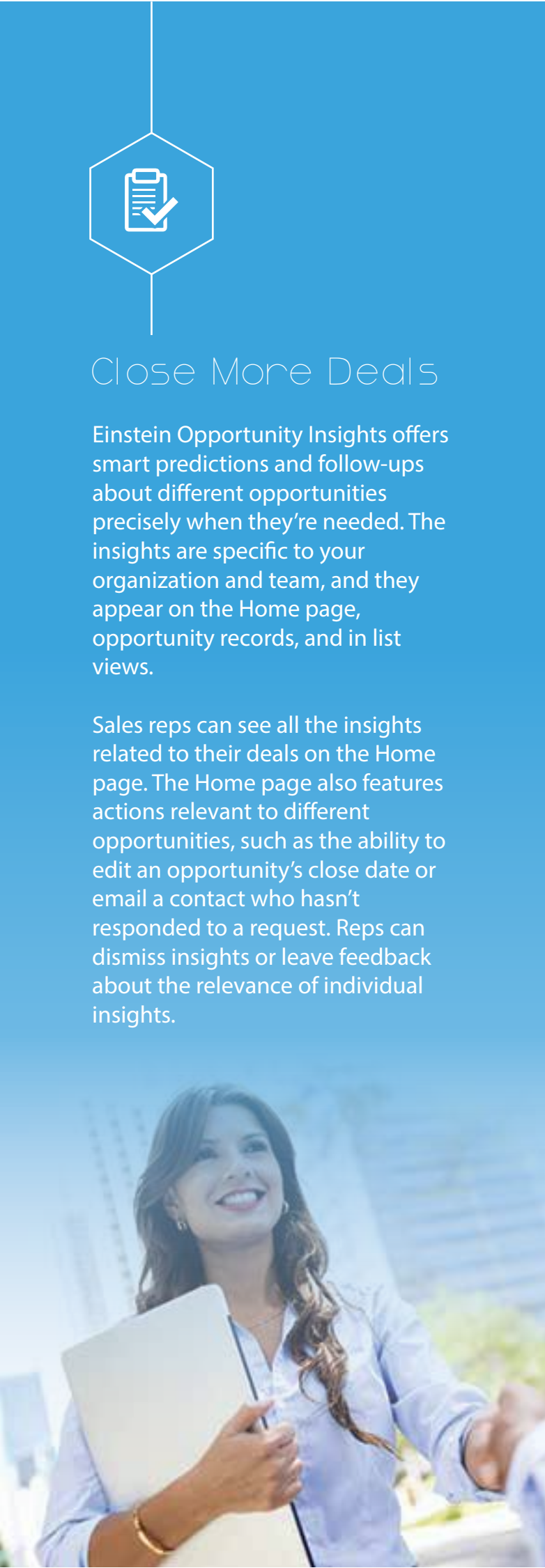
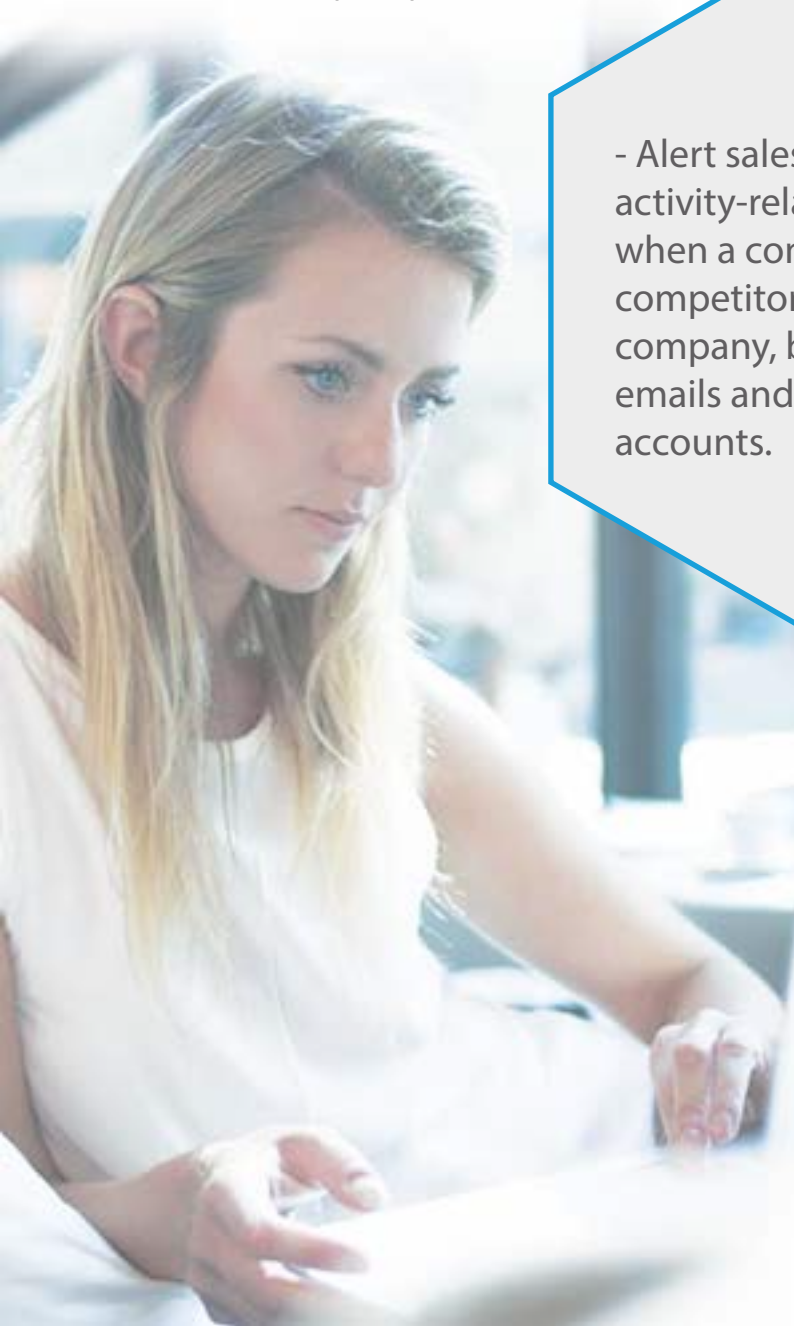# Connect with Your Customers and Create New Business

Einstein Account Insights helps your sales team maintain their relationships with customers by keeping the team informed about key business developments that affect customers. Knowing what's impacting your customers' companies gives your sales team an edge when deciding whether customers are open to sales and how to proceed. Is the company expanding? Changing executive leadership? Acquiring competitors? Einstein Account Insights provides news articles from reputable sources that give your sales team the complete picture.

Einstein Account Insights

- Alert sales reps to insights about key business developments related to their accounts, including the latest news about M&A activity, company expansion, and leadership changes.

- Alert sales reps to activity-related insights, such as when a contact mentions a competitor or is leaving their company, based on recent emails and events related to accounts.

- Know when to engage with key accounts and what to discuss based on the latest insights.

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Target the Best Leads
Close More Deals
Connect with Your Customers and
Create New Business

More engagement, more sales, less hassle

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