

Sales Force Partnership Cheat Sheet

What should Salesforce AEs know about you?

Target Market:

Salesforce Customers
Direct Customers

Target Buyer:

Chief Growth/Sales Officers
Chief Operations Officers

Target End Users:

VP Sales, Sales Reps, Chief Marketing Officers, Marketing Managers,
Customer Experience Managers, Customer Service Call Center VP

Target Industries:

Healthcare, Financial, Insurance, Construction, Logistics,
Education, Multi Level Marketing, Sales & Lead Management,
Call Center Outsourcing

Upsell Opportunities:

New to App Exchange and 100% opportunity to upgrade new customers

Customer Base:

Range of customers, including health carriers, dental carriers, and high volume health exchange entities

Onboarding:

Offered on App Exchange with Help on Demand demo and 2021 Introductory pricing of 15% discount on Salesforce

Painpoints Help On Demand Solves:

- Volume seasonality
- Resource fluxuation
- Slow customer service
- Poor connection with external service partners

Customer Benefits:

- On Demand customer experience
- Connection speed with external customer
- Scale to handle volume fluxuations
- Cost savings of internal lead and service handling



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