



FACT SHEET APEXON & SALESFORCE

SMART SALES TRANSFORMATION

Optimize the selling experience to acquire clients faster, close more deals, and drive revenue



salesforce

A NEW GENERATION OF SELLING

Selling in today's technically-savvy marketplace might look like a daunting task for a traditional sales team. Soft skill approaches like relationship-based selling are no longer enough to close a deal.

Sales reps must also utilize data-driven strategies to deliver highly personalized customer experiences and keep up with their competition. Digitally-empowered sales teams stabilize and increase their performance by having access to real-time customer data, prioritized leads, predictive buying patterns, and a collaborative working environment.



AN INTEGRATED TOOL TO SUPERCHARGE YOUR SALES DEPARTMENT

Salesforce is a robust cloud-based platform proven to enhance the sales experience for both users and customers.

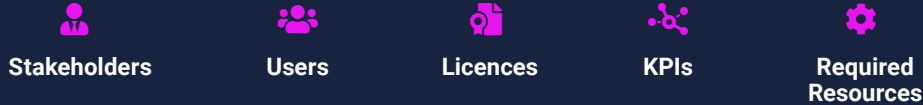
Salesforce and its entire suite of connected sales applications help close deals faster, improve collaboration between sales reps, minimize time spent on administrative tasks, and connect sales with marketing pipelines, all while keeping the customer at the center of everything. The Apexon team will guide your organization through a comprehensive process to standardize your inconsistent sales processes, realize business KPIs, embrace the power of technology, and bring out the best in every rep.



SALES TRANSFORMATION APPROACH

STAGE 1: KICK-OFF

Apexon will kick-off the engagement by defining a high-level project scope and business case inclusive of stakeholders, users, licenses, KPIs, and required resources.



STAGE 2: ESSENTIAL BLUEPRINTING

During this stage, Apexon's business analysts and technical architects will define the scope of a minimum viable product (MVP), business and technical requirements, user stories, and architecture and implementation timelines.



STAGE 3: IMPLEMENTATION + DATA AND INTEGRATION

Apexon's certified consultants will enable out-of-the-box Salesforce functionality along with other required MVP components captured during the essential blueprinting stage. We'll work with your sales teams to adopt Salesforce, put it to use fast, and demonstrate immediate ROI.



STAGE 4: FUTURE ENHANCEMENTS

Once your Salesforce instance has officially launched, Apexon will help your organization expand the use of the platform to build out a robust and seamless experience.



A WINNING COMBINATION

The Apexon – Salesforce partnership can benefit any enterprise that needs to stimulate their teams and drive sales.

We will help you build a business and technology strategy to ensure you get the most out of the Salesforce platform and achieve the ROI you expect. Our expert team of Salesforce certified consultants and architects will guide your organization through the complexities of selecting and implementing the most effective solution to help you sell smarter, not harder. We're here to deliver a unified sales approach that empowers your team and satisfies customers.



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators – putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.

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FEELING SOCIAL?

