

The image features a stylized, low-poly mountain range in shades of dark blue and teal. The sky is a gradient of blue and green, with several small, white, four-pointed stars scattered across it. In the foreground, a dark blue, silhouetted forest of coniferous trees spans the width of the image. Centered in the middle ground is a bright blue, multi-lobed cloud shape. Inside this cloud, the word "salesforce" is written in a white, lowercase, sans-serif font. The overall aesthetic is clean, modern, and evokes a sense of nature and technology.

salesforce

Success

Grow and Scale Your Business

salesforce

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The CEO Agenda



- Growth
- Innovation
- Customer Success
- Employee retention
- Shareholder Value

Fastest Growing Top 5 Enterprise Software Company

“Innovator of the Decade”

Forbes

September 2016

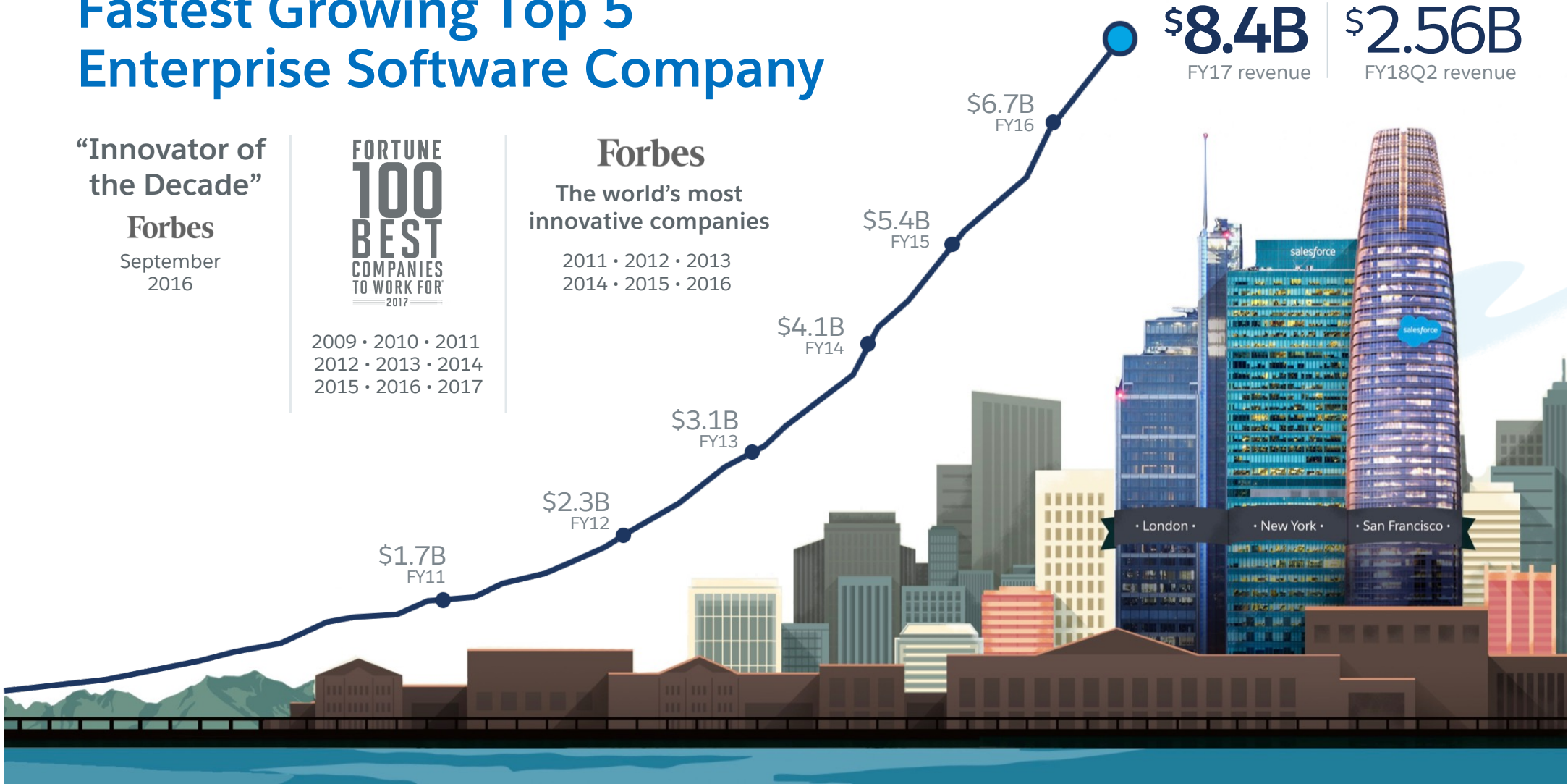
FORTUNE
100
BEST
COMPANIES
TO WORK FOR
2017

2009 • 2010 • 2011
2012 • 2013 • 2014
2015 • 2016 • 2017

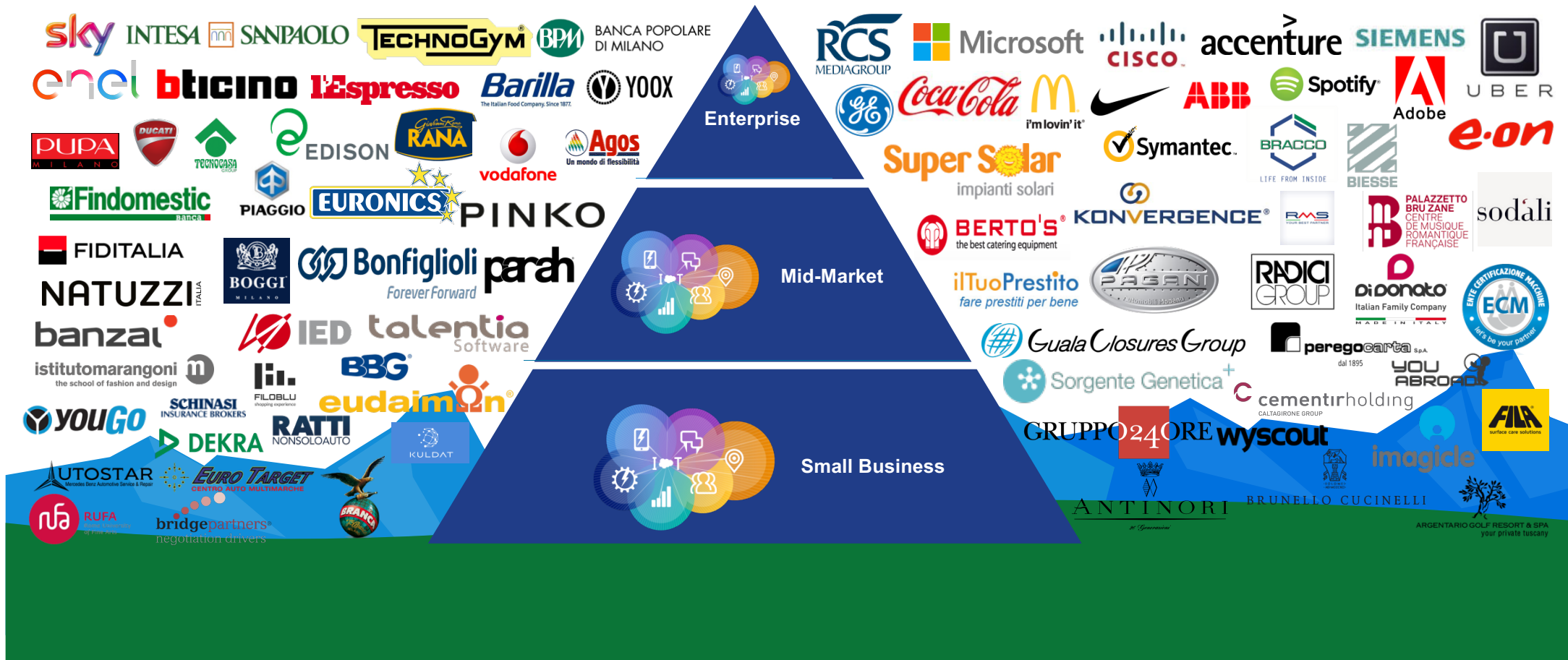
Forbes

The world's most innovative companies

2011 • 2012 • 2013
2014 • 2015 • 2016

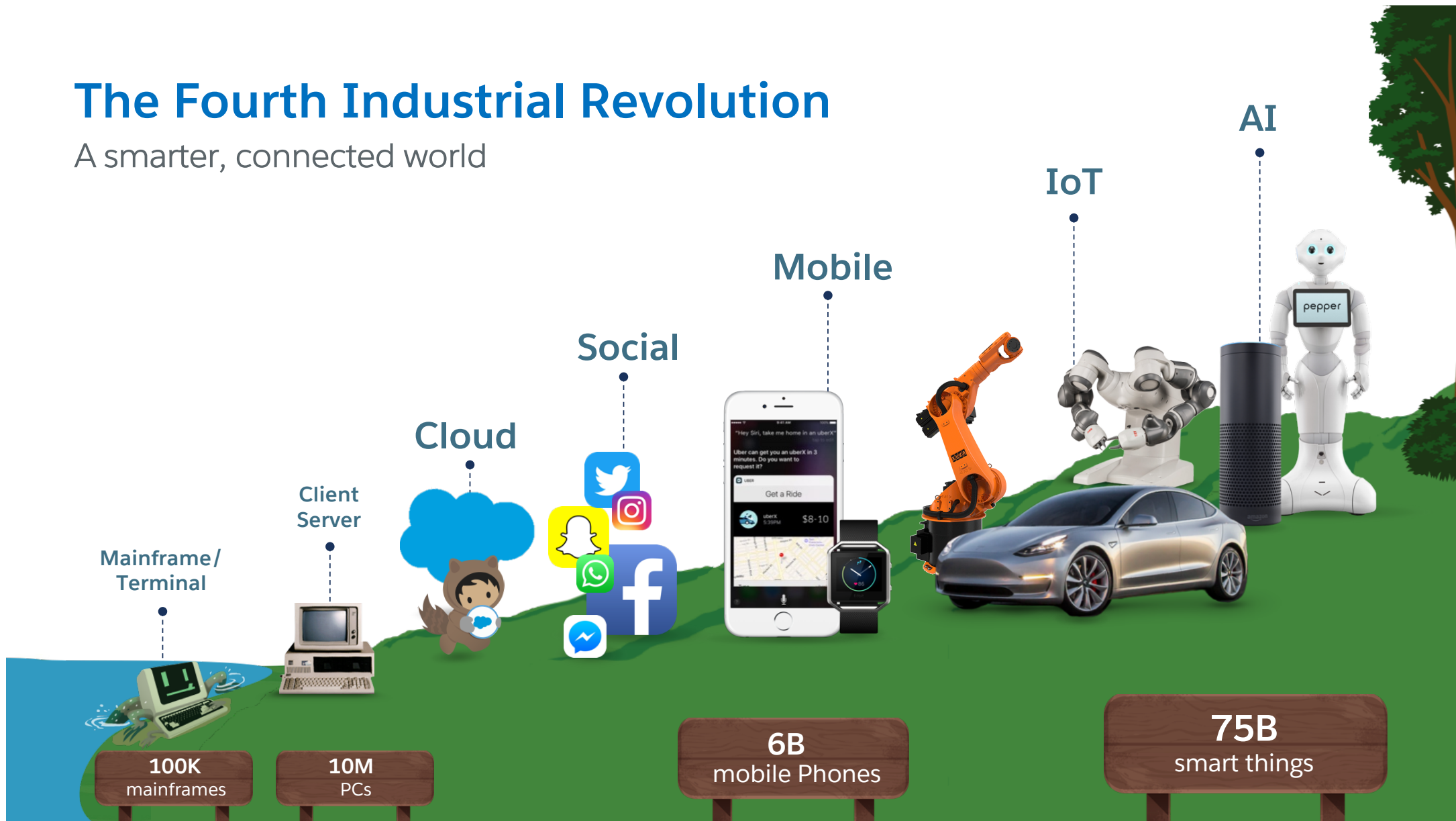


Customer references in Italy



The Fourth Industrial Revolution

A smarter, connected world





65%
of SMEs will use
technology to
improve their
competitiveness



87%
of buyers will
pay more for a
better customer
experience



40%
Salesforce
customers have
seen a 40%
increase in C-Sat

Tips for growing your business...

Organizational Alignment



Make sure everyone understands your company vision and goals!

Technological Innovation



Invest in a platform that allows your business to easily scale!

Customer Experience



Build a culture focused on creating happy & loyal customers!

Tip #1: Strategy and Vision

Make sure everyone understands your company vision and goals

Set the Vision



Define Values



The How?



Identify Risk



Measure KPI's



Keys to Successful Growth

Tip #2: Technological Innovation

Invest in a platform that enables your business to scale.

New Technologies That Help SMEs



Insight

+41%

faster decision
making



Agility

+42%

faster design
and deployment



Automation

+45%

productivity
improvement



Mobility

+47%

faster
collaboration

Average Percentage Improvements Reported by Salesforce Customers

Source: Salesforce Customer Relationship Survey conducted 2014-2016 among almost 1,500 customers in EMEA randomly selected. Response sizes per question vary.

Tip #3: Customer Experience

Build a culture focused on creating happy & loyal customers



3 Takeaways...

Tip #1



Organisational
Alignment

Tip #2



Technological
Innovation

Tip #3



Customer
Experience



HOW SALESFORCE
USES SALESFORCE ?



The scope of today

End-to-End Overview of the Salesforce SME



MARKETING



Our 4 Pillars of Marketing

From brand awareness to revenue generation

Public
Relations



Digital
Marketing



Marketing
Events



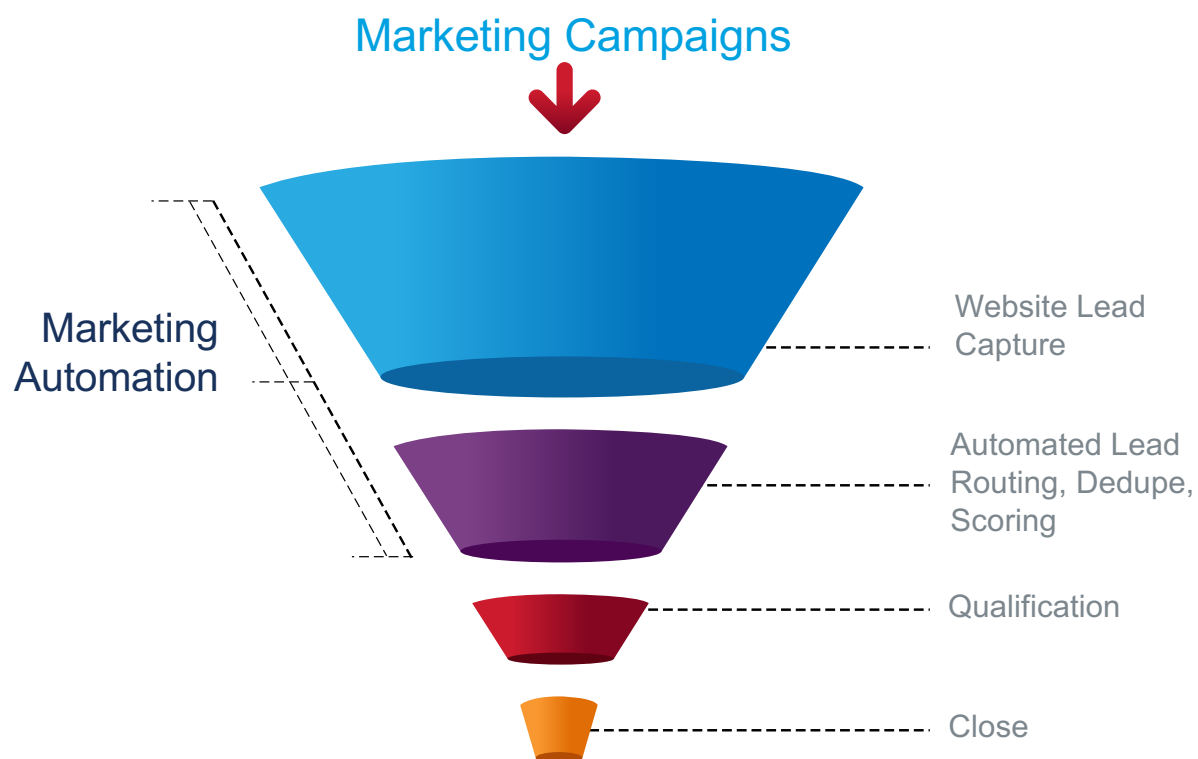
Integrated
Campaigns





Our website and the lead funnel

The main gate to our ESMB customers along their decision journeys



Google
AdWords



salesforce



Integrated marketing campaigns

From brand to product to drive conversion at every step of the journey



SALES DEVELOPMENT



Our 4 Pillars of Inbound Sales Development

Clear rules of engagement and a strong operational foundation

Marketing
Alignment



Daily Rigor



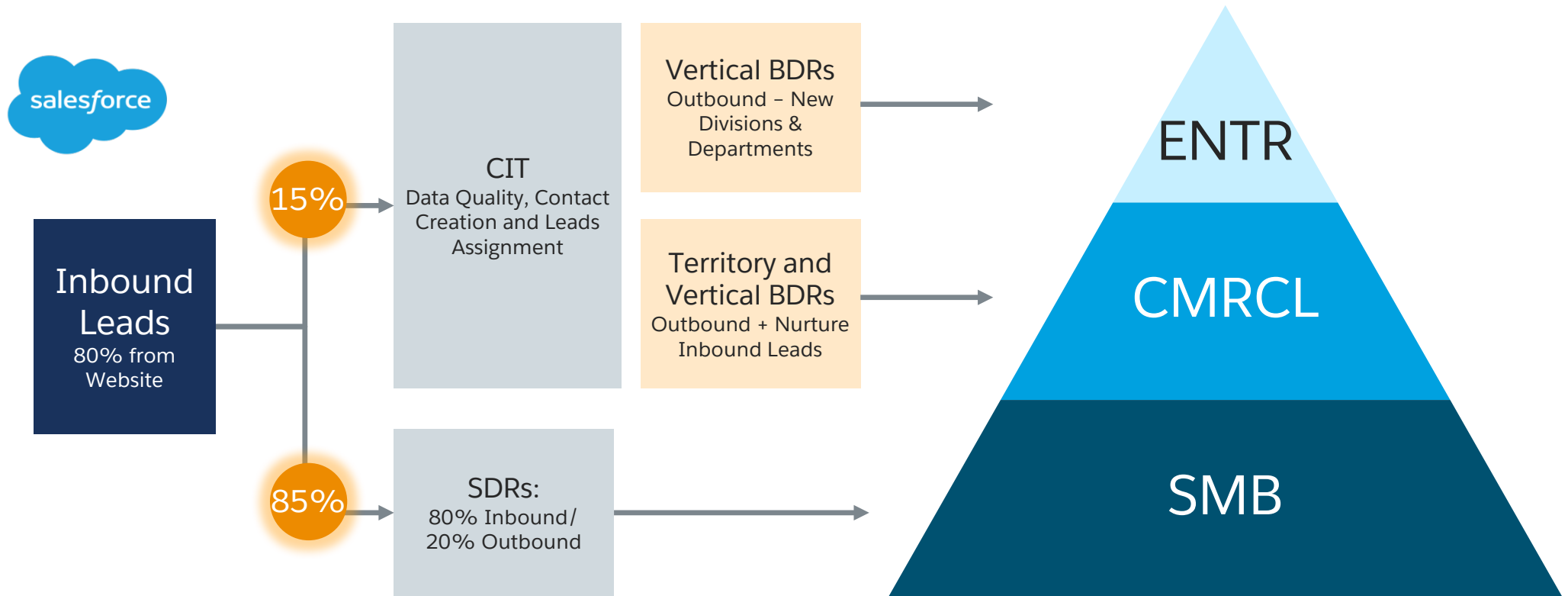
Rapid Response
and Persistence



Sales
Alignment



Sales Development Aligns to Sales Segments





Sales Dev KPIs – 1st step to Daily Rigor

Pick the right metrics to drive results

DAILY

60 Calls per Day / 20 Connects

1h30 Talk time

\$ Pipeline Created (Stg 1)

Opportunities Created (Stg1)

WEEKLY

\$ Pipeline Created (Stg 1)

Opportunities Created (Stg 1)

\$ Pipeline Accepted (Stg 2)

MONTHLY

\$ Pipeline Accepted (Stg 2)

\$ Revenue from Opps (ACV)

Stage 2 Editions Mix

Sales Alignment Dashboards

Controlling pipeline progression to sales



- Pipeline KPIs control
- Sales Dev remains accountable for progression
- Dashboard allows to control pipeline quality
- Alignment with Sales is Crucial
- Dashboards are key to drive the right behaviour



Our 4 Key Sales Priorities

Towards consistent and linear ACV Growth

Alignment



Drives Pipeline

Talent Development



Drives Productivity



Sales Methodologies



Operational Rigor

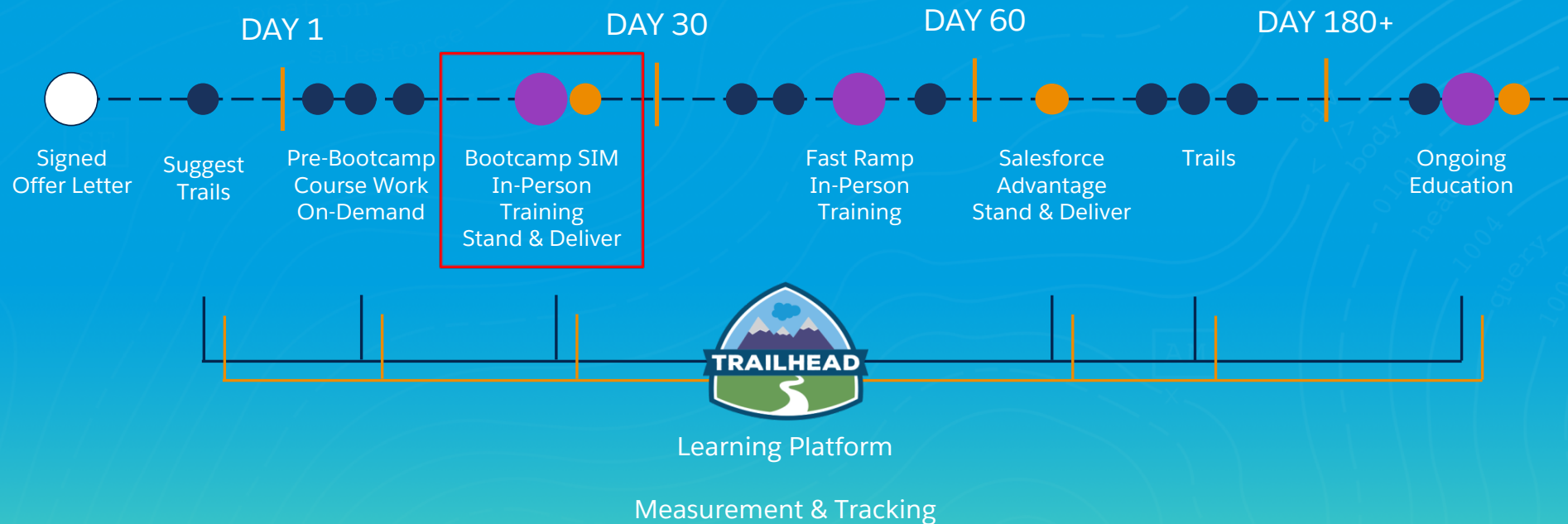


Success starts with onboarding

Part of a global journey to equip our sales teams, where we strongly leverage our platform

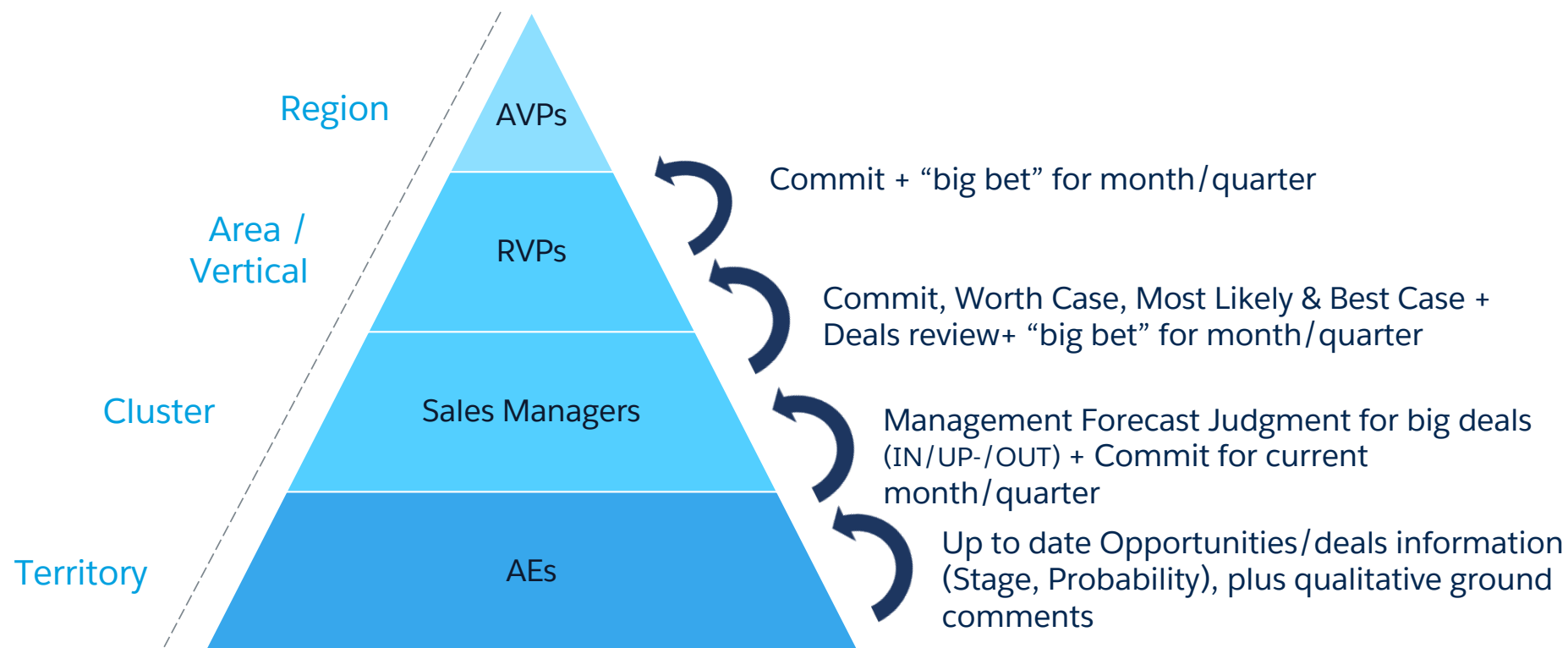
Learning Journey

- 70% On Demand Learning
- 20% In-Person Training
- 10% Stand & Deliver



At Salesforce forecasting is a bottom up process

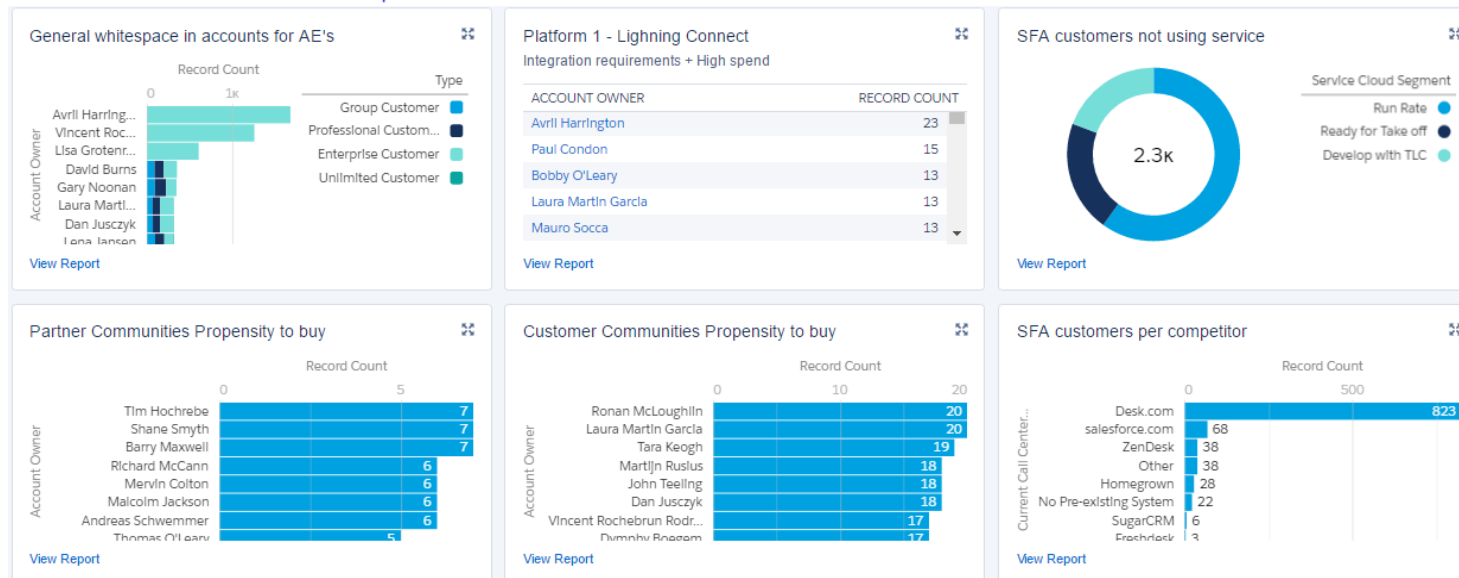
Relying on each single level of the sales organization to strengthen accuracy





We have tools to highlight whitespace opportunities

Unlock untapped market potential

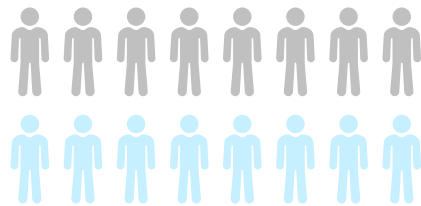


- Full visibility to understand cross-selling opportunities
- Analysis of competitors presence in SF customers
- Propensity-to-buy trends for each SF product

TALENT RETENTION



Overall, engagement in ESMB has increased but there are some areas that need our attention



Overall ESMB Engagement Score

4.35 FY17 (4.29 FY16)



Highest Scoring Questions

- I am **willing to give extra** to get the job done
- Rate how well Salesforce lives our values: **Giving back.**
- Salesforce values **diversity** and promotes an inclusive environment



Lowest Scoring Questions

- I understand what I need to do to **progress my career** at Salesforce
- Those who receive **promotions** are deserving of them
- I receive effective **coaching** from my Manager that helps improve my performance

Employees who are engaged outperform those who are not by over
200%

The New ESMB Engagement Program will focus on improving core areas:

Career

Transparency

Innovation

Wellbeing

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High level design of the Career Conversation Framework



Cadence

- Career conversations with each team member at least 1 hour per quarter

Consistency

- **Protect** the time
- Use the templates provided to drive **quality conversations**
- Create & stick to an **agenda**
- **Follow up** on actions from both parties

thank you

