WHITE PAPER

The Pipeliner CRM Salesforce Connector

↳ Increase Effectiveness!

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You have invested a lot of time and money into your **Salesforce CRM** platform but still struggle with adoption, usage, costly administration, long hours for creating reports and ROI in general.

Switching platforms, however, may not be an option due to the amount of custom work, integration and investment, as well as the need to avoid the business interruption a migration would entail.

Pipeliner CRM is the first solution that addresses these issues without any risk on your side:

✓ Coexist with your existing Salesforce installation *(literally sit on top- without double licenses cost)*.

✓ Save you money by reducing the number of salesforce licenses needed and replacing them with Pipeliner licenses that your sales team will embrace.

✓ Leverage all the work done in Salesforce — no need to change architecture, fields, processes, reports etc.

✓ Your team will have everything they need, with an interface they enjoy, as well as easy administration when necessary.

Introducing the Salesforce Connector from Pipeliner CRM!

Deploying Pipeliner CRM on top of Salesforce using the Connector:

✓ **Saves you money immediately** — replace some of your expensive Salesforce licenses with far more cost-effective Pipeliner CRM licenses *(see below for more details on savings).*

✓ **The Connector can be deployed in hours** and uses your existing Salesforce structure so technical requirements and demands on IT staff are minimal.

✓ **Business interruption is almost non-existent** as the Pipeliner system can be learned in a few hours given the visual and intuitive nature of the systems.

✓ **Above all, working with Pipeliner will drive greater visibility into revenue,** increase forecast accuracy and allow for better sales performance management and coaching.

✓ **With monthly feature/functionality updates/enhancements** as well as the market-leading AI for Sales component Pipeliner Voyager AI, your team will always be using the latest technologies.

✓ **No need for expensive certified admins** — Pipeliner's backend is so intuitive it can be administered by those working in the business

✓ **Your team will actually like using the system!**

✓ **You will start to realize greater Return on Investment *(ROI)*** from your Salesforce investment thanks to the increased usage and productivity the Pipeliner Salesforce Connector brings.

The Pipeliner CRM Salesforce Connector

At Pipeliner CRM we are proud to introduce a completely new approach with the first and only real Salesforce connector. This is more than a traditional integration, this is a unique connector built exclusively for Salesforce.

We chose to sit on top of Salesforce because we recognized that many companies are dissatisfied with the design and the ever-increasing costs of the platform.

Salesforce is seen as cumbersome, complicated, not user-friendly, as well as very costly, making it both inefficient and ineffective for sales. This not only affects sales reps but also creates major challenges for sales managers, and executives.

Our solution was to create a sales connector that seamlessly integrates with the Salesforce platform. **The connector's design means that the months of backend work typically associated with integrations are avoided.** You don't even need to do anything on the front end and your data is immediately available. Setting up this connector can be done in hours *(or at most a few days)* minimizing any business interruption. Additionally, you can cut your licensing costs almost in half saving you a significant amount of money *(this will be expanded upon later in this document).*

Now let's get into the details and share with you the compelling reasons you should consider this connector. «
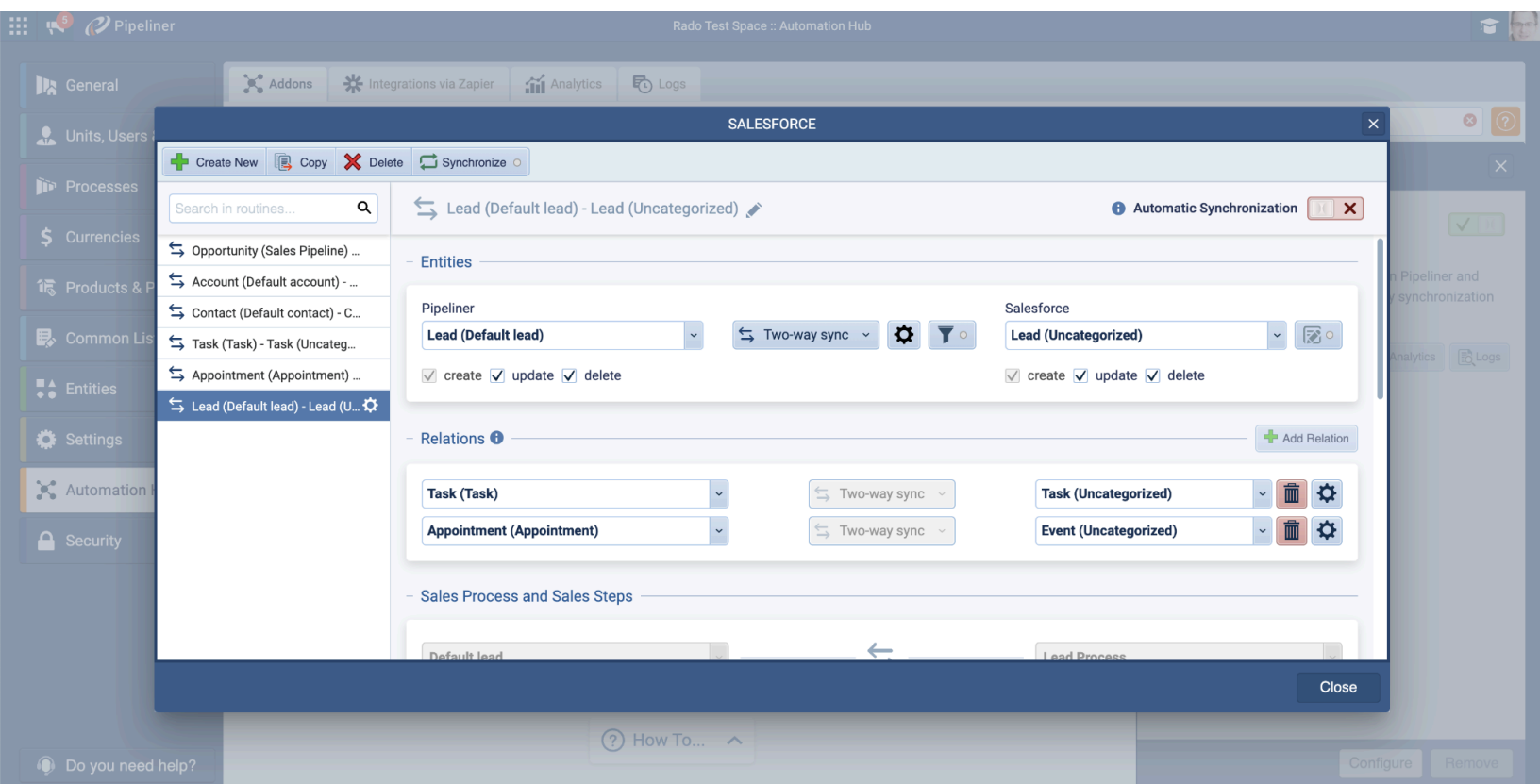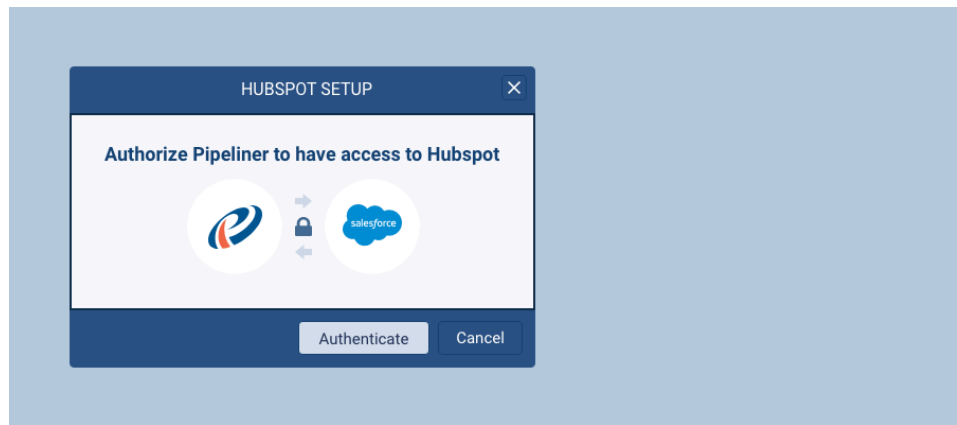
Increase Effectiveness!

All sales managers and salespeople understand the need to reduce the time spent on non-selling activities so they can focus on engaging and building relationships with existing and new customers.

Therefore, saving time is the number one issue. As we know, any repetitive task can be automated today. The question is not whether you should automate your tasks, but rather how easily they can be automated.

We also know that computers never go on vacation or get sick, making them the most reliable of resources. So why not take advantage of automation?

To maximize selling time, the CRM system must be easily understood, adopted, and managed by sales teams. This allows your sales team to move through the
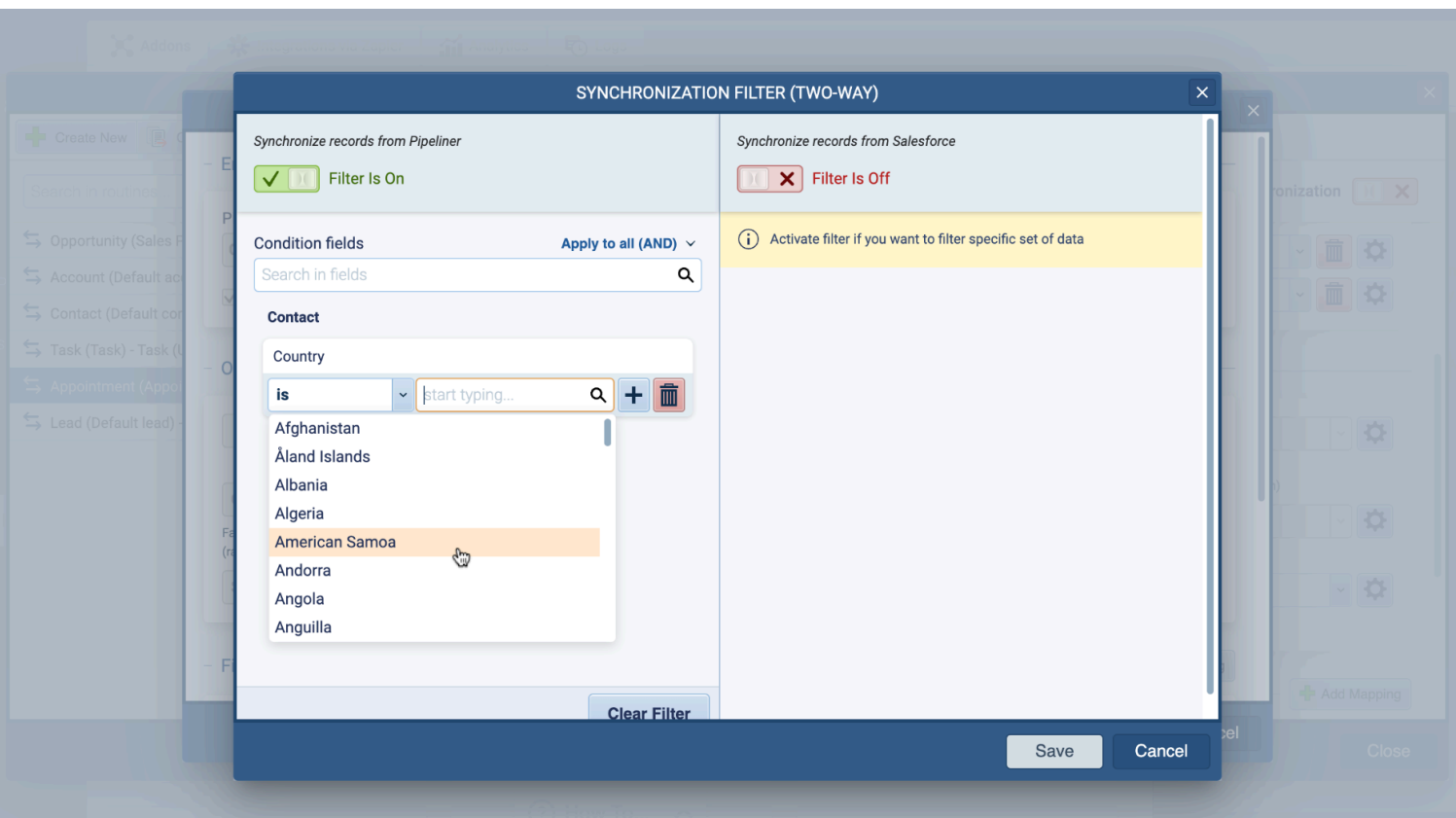
platform quickly and get the information needed faster. Being able to operate with this kind of speed is a real competitive advantage. Pipeliner's backend functionality, for example, can be learned in a matter of hours compared to weeks or even months in the case of Salesforce.

We have made it so that existing processes you may have defined in Salesforce can simply be copied and pasted into Pipeliner, it's that simple.

Plus there is nothing for you to program or learn, all you need to do is simply map the fields one by one to the different entities like leads, opportunities, accounts, contacts, notes, product line items, or custom entities. It is up to you whether you map the fields from Pipeliner to Salesforce or vice versa whichever is more efficient or productive for your business. We help you build on what you already have rather than create something new. If, for instance, you have 100-200 licenses for salespeople, again with no backend work and a simple process for mapping fields, <u>you could be up and running in a matter of a **few days**</u>. «

Reduce Costs!

Reducing costs is important, not just in times of economic turmoil but in general. Companies are always looking for ways to reduce their cost structure and to ensure a return on any investments they make to become more efficient and profitable.


With the right tools, salespeople can become more effective and efficient, leading to increased productivity and success. This is why we created the Salesforce Connector — to help larger companies reduce their cost structure while increasing their return on investment.

For example, if a company has 1000 Salesforce licenses, and of those 350 are being used by the sales team who feel the system is hard to use and negatively impacts productivity, the good news is that we can rapidly turn things around.

> 💡 **Let's do some quick math: normally Salesforce unlimited licenses cost $3,960 per person per year** *(list price)* **which would amount to a staggering $1,386,000 for the 350 licenses sales team licenses mentioned above. Contrast this with the cost of Pipeliner CRM unlimited licenses which would amount to only $630,000 for the same 350 users — a saving of nearly $756k per year or nearly $2.2m over three years!**

That's not all because based on our extensive experience working with many salespeople and sales teams, we conservatively estimate that <u>each individual can save at least one hour per day using Pipeliner CRM compared to Salesforce</u>.
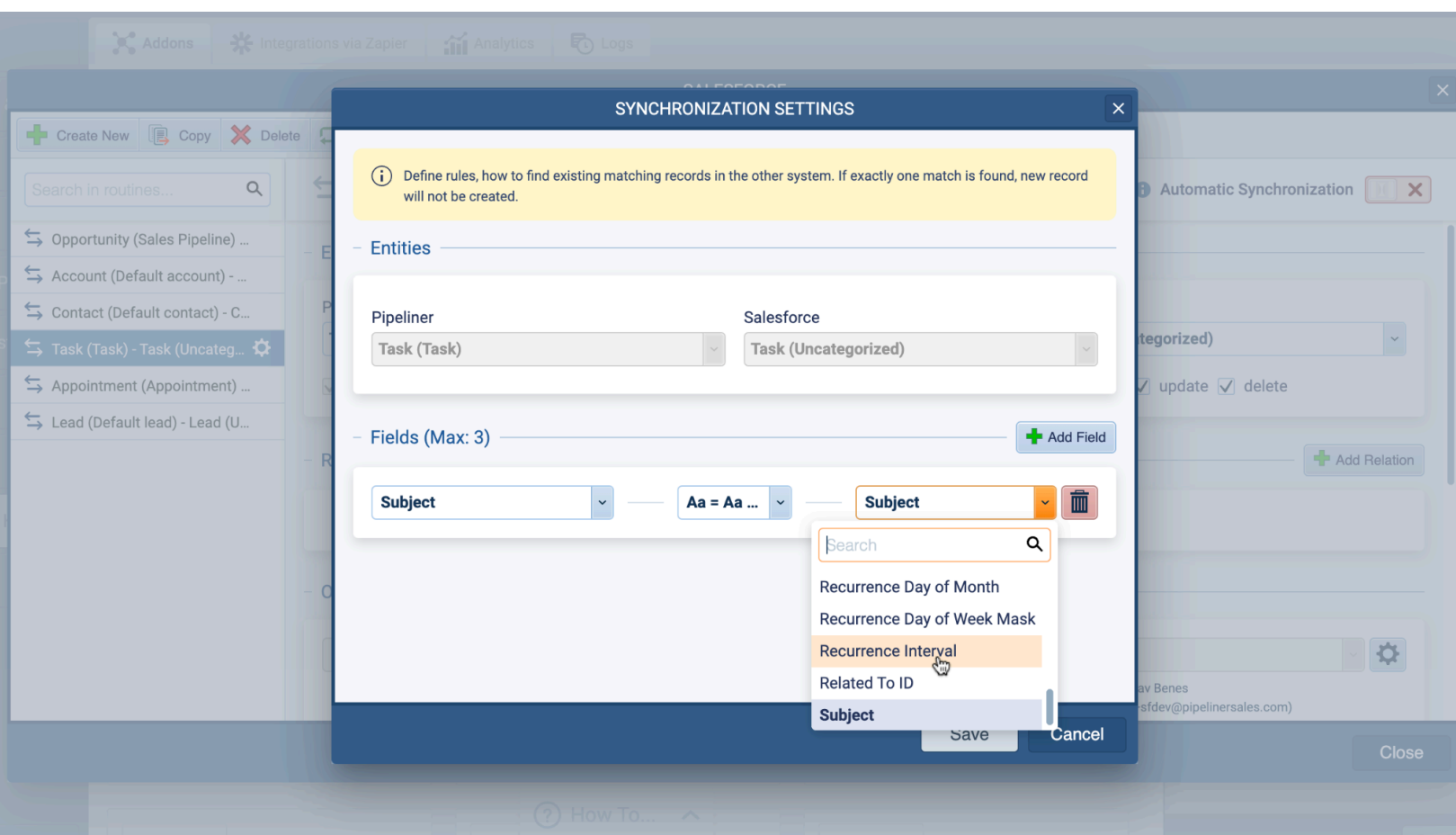
That is 20 hrs per month saved for each individual or 7,000 hours for the 350-user example. If we use $50 per hour as the rate for an enterprise salesperson, this would amount to $350k per month or $4.2m per year in savings.

For any CFO or C-Level executive, the potential cost savings and productivity gains from using Pipeliner are extremely compelling — and in our opinion, it just makes good business sense.

To summarize the value proposition of using Pipeliner CRM and the Salesforce connector — you get a better CRM that the salespeople will love to use with no implementation costs. **We are that confident we will let you test it for free and then you can see for yourself the cost savings and productivity gains you could realize.** «
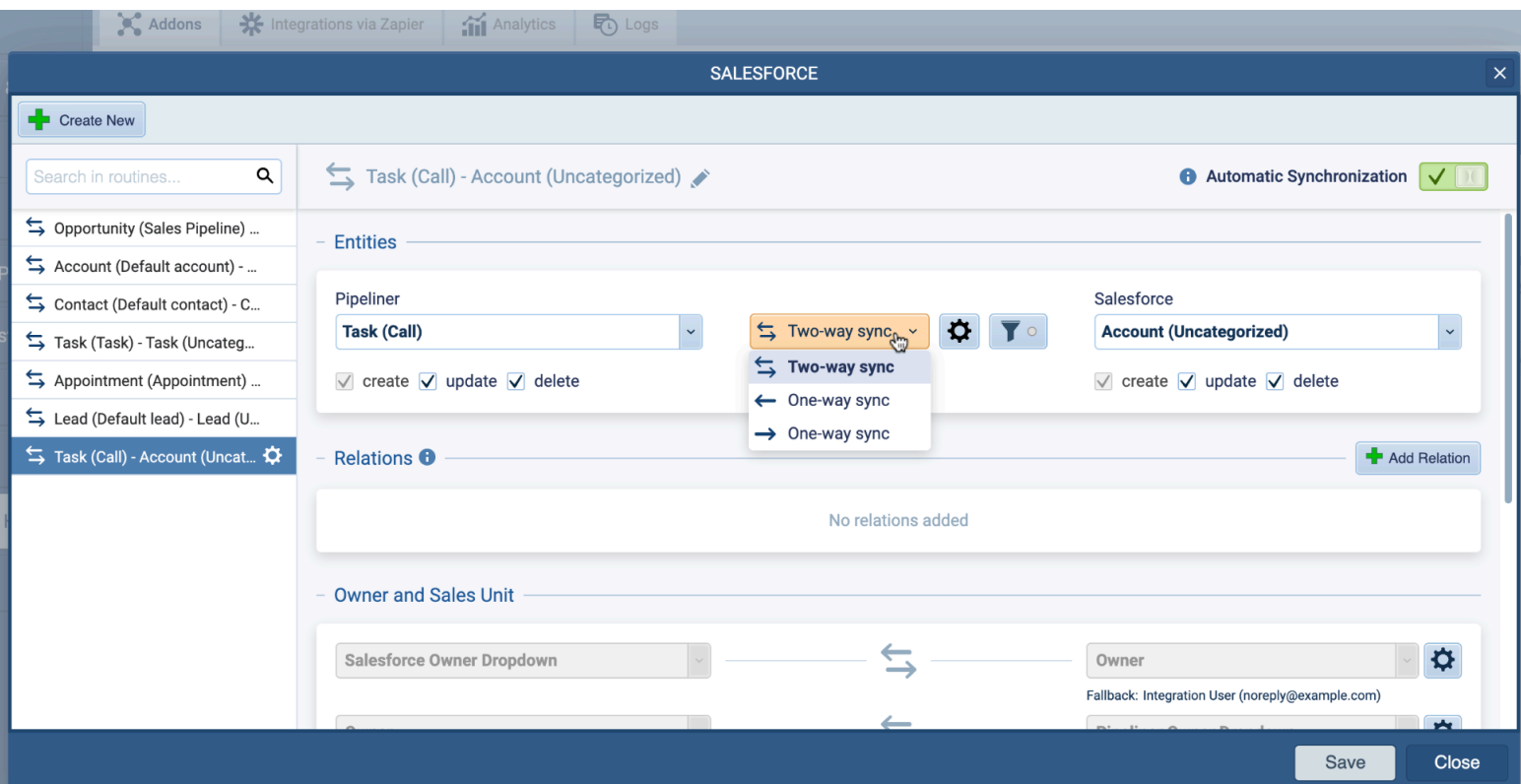
Pipeliner CRM

Exceptional Engagement

The Better CRM › Built for Sales, Used by Sales!

TRY IT FREE or **FIND OUT MORE**