

WHY INTEGRATE ARTESIAN WITH SALESFORCE.COM?

salesforce

If you're reading this, it's likely that your organisation uses Salesforce.com for CRM and you're contemplating integrating Artesian with it. The good news is, many of our customers have done this already and achieved incredibly powerful results.

Integration would allow single sign on, optional information panels in Account/Opportunity views, and a consolidated view of pipeline deals, analysed by stage. But why should you take the leap? Here are three compelling reasons as seen by our customers who've already made the move...

3 REASONS TO INTEGRATE ARTESIAN AND SALESFORCE.COM

1. CRM Adoption: Your sales team are already using Salesforce.com; support CRM adoption and use by combining what they know about the account with what's happening in that business today. Use the Artesian for Salesforce Account/Opportunity panel to do this:

Waitrose Something wrong?

Location: LONDON SW1E 5NN
Turnover: £5,966,600k
Employees: 58,970

Company Info

Social Media 63

Employees 5

Market News

Academy

Topics More news artesian™

Growth Waitrose appoints Director of Food Service 9 days ago
Waitrose has appointed Simon Burdess as its first Director of Food Service. As the supermarket develops its casual dining and grazing in branches, this newly created role will see Simon lead on the development of Waitrose's food service offer....

Management Changes Move of the week: Simon Burdess to serve up at Waitrose 3 days ago
Waitrose managing director Rob Collins has made no secret of his desire to develop Waitrose's food-to-go offer in response to consumer demand for convenient pleasures....

Relationship Waitrose wins 'Best Retailer Award' for farm animal welfare 23 days ago
Retailer Waitrose has won an award for animal welfare, winning the Europe wide Compassion in World Farming 'Best Retailer Award' 2017. The Compassion in World Farming (CIWF) Good Farm Animal Welfare Awards recognise and reward producers, manufacturers and retailers across the world for working in a...

Management Changes Waitrose creates food service director role 7 days ago
Bracknell-headquartered grocer Waitrose has appointed its first director of food service. He is currently vice president of restaurants and bars at InterContinental Hotels Group....

2. Seamless Sales Stage Integration: Time is precious, support your sales team by augmenting the processes they already use. Provide them with them with the information they need, when they need it, organised by sales stage. Use our Opportunities view to do this:

3 Opportunities Prospect

0 Opportunities Needs Analysis

5 Opportunities Pilot

5 Opportunities Negotiation

2 Opportunities Closed Business

Management Changes 18 days ago www.drinksint.com

BrewDog ready for US takeover

Scottish brewing ginat **BrewDog**, has appointed **Tanisha Robinson** as managing director of its US branch ahead of the launch of its 100,000 square foot brewery in Columbus, Ohio.

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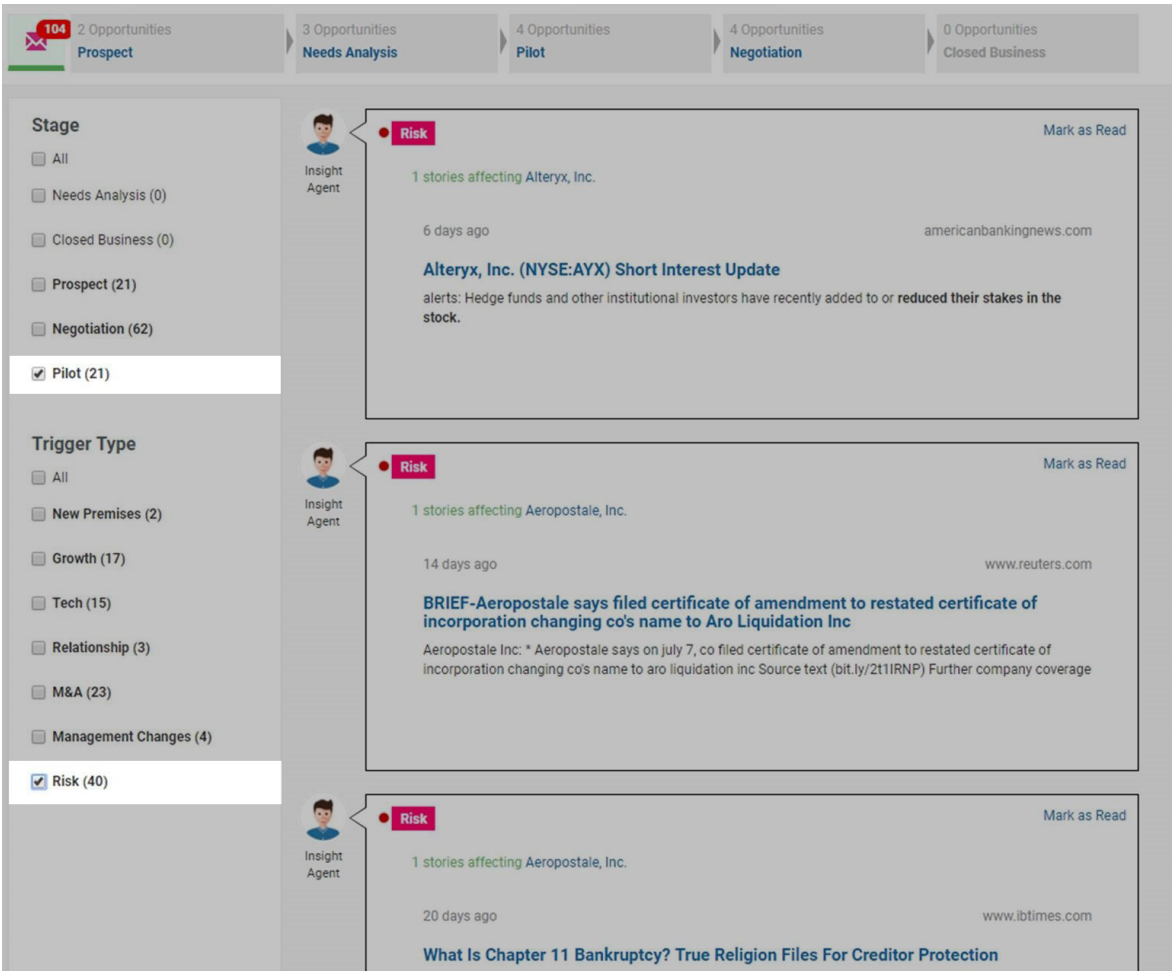
artesian™

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Artesian’s Opportunity view is a great way to bring external business developments and market trends, to your internal forecast.

3. Forecast Accuracy: We’ve all been through the pain of inaccurate forecasting; help your team spot risks to their forecasts and act on them immediately. Use our Insight Agent to highlight the news stories most pertinent to your team and their opportunities:



TAKE CUSTOMER RELATIONSHIP MANAGEMENT TO THE NEXT LEVEL

More information on the integration, including a dedicated datasheet and demonstration [can be accessed here](#).

A SOLUTION THAT BENEFITS THE ENTIRE TEAM

Sales leaders

Management dashboards in Artesian help you monitor engagement and foster customer curious behavior in your team and driving CRM adoption. Use Artesian to gain an in-depth understanding of your open pipeline, uncover risks and

engagements that align to your client's agenda, increase account management effectiveness and contribute to a longer term, trusted relationship.

Telemarketing teams

Artesian provides data on key contacts, as well as

teams to segment their target audiences and track industries, customers, partners and competitors to stay abreast of hot topics and market developments. A deep understanding of the landscape guides relevant content development and timely communications that support sales, business

Artesian maximises your CRM investment by providing up to the minute insights on the accounts that really matter.

- Save research time and keep on top of changes in your customer's world
- Improve productivity by prioritising your day around actionable insights
- Align with your clients, build credibility and develop longer lasting relationships
- Identify new leads and opportunities
- Manage open pipeline more effectively and forecast more accurately

review your near and long term revenue with your team for improved forecast accuracy.

Enterprise sales and account management

Artesian provides B2B teams with proactive company insights that save research time and help them keep up to date on their accounts. More timely and meaningful

actionable insights that help telemarketing teams build account intelligence and prioritise their day. Timely, relevant outreach improves credibility and competitiveness, leading to higher productivity and call conversion rates.

Account based marketing

Artesian enables Marketing

development and customer initiatives. Artesian also supports highly tailored ABM programs with a flow of up to the minute news and actionable insights on specific companies. One-to-one personalised touches and proactive alerts create successful engagements that transform into quality leads for further exploration and qualification by telemarketing.

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CRM solutions are static environments,
but your customer's worlds are
changing every day.



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