**Topics**

* Demonstrate SMS
* Target Buyers
* Assessment Questions Before Demonstration
* SMS on the AppExchange
	+ [Salesforce.com AppExchange](https://appexchange.salesforce.com)
	+ [SMS Page](https://appexchange.salesforce.com/listingDetail?listingId=a0N300000016YXHEA2&tab=g)
	+ [YouTube Video](https://www.youtube.com/watch?v=zYWcHEmE47U)
* License Agreement
	+ Terms and Conditions
		- Select “Get it Now” button
		- Click-through agreement
		- Supplement Sheet
			* Fees, invoicing, rollout, potentially other
* Marketing and Sales
	+ Contact Your Contacts
	+ Social media
		- Forward articles of interest
		- See Adventace blog
		- Others of benefit
	+ Bulk email
	+ Webinar schedule
	+ SF AE’s
	+ SF User Group
	+ Other
* Administrative Items
	+ Adventace Email
	+ Letterhead, Logo, etc.
	+ SF Credentials

**Assessment Questions**

Salesforce.com Edition?

* We support Enterprise and Unlimited. Not Group or Professional
* [Salesforce.com Editions](http://www.salesforce.com/crm/editions-pricing.jsp)

How does your organization use Salesforce.com?

* Out of the box stages? Accuracy?
* Is forecasting accurate?
* How do sellers use it?
	+ Viewed as hammer?
	+ Too much admin/data entry?
* How do sales managers use it?
	+ Effective opportunity assessment?
	+ Effective opportunity management?
	+ Pipeline management?
	+ Skill development?
* How do executives use it?
	+ Track metrics? If so, which?

Characterize your organization’s success with Salesforce.com

* What problems remain after deployment?
* We hear, “I just get bad info faster.” Is that case with you?
* Does it follow your business/sales/sales management processes, or do you adapt to it?
* What have the benefits been?