**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?