

Dreamforce 2018 – Small & Medium Business Industry Session

25
TUE

6 Guiding Principles to Maximize CRM Adoption 08:00- 08:20
City View at Metreon | Level 4 - Inspiration Peak Theater

Description

Come see a live Salesforce cloud integration demo showing how to integrate Salesforce with anything, without wasting your precious time becoming an integration expert.

[More Information](#)

26
WED

3 Trends to Put Your Small Business on the Fast Path for Growth 11:00 - 11:40
Marriott Marquis | Yerba Buena Salon 1-3

Description

Managing customer expectations and staying ahead of the competition is crucial for any business, but especially for SMBs. Join us to learn about three trends that will be driving growth in 2019 and how your small business can take advantage of them.

[More Information](#)

25
TUE

Lead and Opportunity Management for Small Businesses 14:00 - 14:20
Marriott Marquis | Yerba Buena Salon 13

Description

Join us for an intimate and interactive discussion with other small business customers to learn how to best manage Leads and Opportunities to deliver a greater return on your Salesforce investment.

[More Information](#)

27
THU

The Ugly Truth About SMB Data in Your CRM 13:00 - 13:20
Moscone South | Partner Theater 1

Description

Our latest analysis of over one million SMB records from the CRMs of leading B2SMB vendors reveals that less than 20% of the records can be used for personalized marketing and sales. Find out more about what works and what doesn't from our SMB intelligence report at Dreamforce.

[More Information](#)

26
WED

The Science of Customer Success 10:30 - 11:30
City View at Metreon | Level 4 - Grand View Point

Description

Your relationships with your customers are complex. Each team in your company has its own customer touch points, collects its own data, and may even separately manage a stage of the customer journey.

[More Information](#)

28
FRI

5 Ways to Get the Most Out of Your CRM with Lightning 08:00 - 08:40
Marriott Marquis | Yerba Buena Salon 1-3

Description

Lightning is the biggest change to hit Salesforce in years. Join us to learn how to unlock all of the benefits that Lightning has to offer -- from gaining better sales insights, to driving rep productivity, to increased adoption. You'll leave with tactical tips for extending the power of the Salesforce Platform.

[More Information](#)

26
WED

3 Tips for Speeding Up Follow-Ups with Prospects and Customers 16:30 - 16:50
Marriott Marquis | Golden Gate - Sequoia Theater

Description

Did you know that sales reps spend two thirds of their time on administrative tasks? Join us to learn how powerful email productivity features can help your reps automate busy work and ensure that no follow-up ever falls through the cracks.

[More Information](#)

28
FRI

The Data You Need for Your Recurring Revenue Business 11:00 - 11:40
Marriott Marquis | Yerba Buena Salon 1-3

Description

Whether you are preparing for a big sales meeting or an important board meeting, having the right business data is critical to delivering a compelling and holistic story.

[More Information](#)

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Join DBSync at Booth #1907

Moscone Centre | 747 Howard St, San Francisco

Description

DBSync is a single integration and replication platform, which allows to eliminate the need of huge manpower or specialized software to do manual data entry. The platform can be configured as per business needs and extended when business overgrows a certain tool or wants to change one in a midway.

DBSync platform offers the fastest way to integrate and replicate Salesforce with popular cloud apps.



More Information

