

5 Great Infographics Every Sales and CRM Manager Should See

Technology continues to evolve and its impact on sales and customer care strategy is constantly under review. As the leading CRM vendor in the market, Salesforce continues to have major influence beyond just its platform but also through its thought leadership on issues related to SaaS, sales strategy, social media marketing and the Internet in general.

Here are 5 great infographics that any sales manager should check out.

1. Salesforce is Eating the SaaS Market

Since 2006, Salesforce has participated in more than 90 deals amounting to an estimated \$5.4 billion in collective funding with co-investors. When it comes to capital invested, those percentages shift more heavily towards SaaS, where the “lion’s” share is nearly 83% of the deals. This infographic from AITV shows in detail the extent to which Salesforce has dominated the SaaS market in recent years.

<http://rainforce.walkme.com/great-infographic-salesforce-is-eating-the-saas-market/>

2. Welcome to the Internet of Customers

The world has become a global village thanks to the power of internet connectivity. More and more organizations are realizing the need to maintain close knit relationships with their customers. Today more than 76% of CEO’s cite customer intimacy as their primary value proposition as compared to 3 years ago. This infographic offers a perfect peek to how companies are shifting technology in a bid to improve connections with their customers. This infographic is based on a Salesforce survey entitled, “The Rise of the Customer-Led Economy”.

<http://rainforce.walkme.com/infographic-welcome-to-the-internet-of-customers-infographic/>

3. Six Principles of Social

There is no doubt that Social Media is the biggest thing on the internet currently. This superb infographic by Velocity Partners from UK contains some 6 out-of-the-box tips for getting social with Salesforce. From how to monitor your media conversations to how to measure your metrics, this infographic tells it all. You’ll find this content quite insightful. This infographic walks you through the steps you need to take for effective social media management- it starts with the importance of listening (something all-too-often taken for granted) and ends with don’t just sell- help (an obvious, yet insightful piece of advice).

<http://rainforce.walkme.com/salesforce-infographic-six-principles-of-social/>

4. 10 Things Every Sales Manager Should Know About Sales Performance

This infographic which discusses 10 details every sales manager should know. It is an informative read as it shows the difference between high and low performers. It also outlines the importance of staying focused and organized. Perhaps most interestingly, if you look at the numbers you will see that the difference between high and low performers is just a few percentage points in each direction (Via TAS Group)

<http://rainforce.walkme.com/infographic-10-things-every-sales-manager-should-know-about-sales-performance/>

5. The Best CRM – Old Vs. New

CRM has been used in businesses for a while now, but as time goes on, the ways sales teams utilize this platform continues to evolve.

Today, data is sharable and social creating better results. According to MGI research, about \$1.3 trillion in value is left untouched from companies using older CRM tools. To get the most out of CRM tools, the best sales teams store, view, understand, and share customer information, anytime and anywhere, in a collaborative yet secure way.

<http://rainforce.walkme.com/infographic-the-best-crm-old-vs-new/>