



# Go With the Flow Newsletter

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## ***A Message from the Editor-in-Chief, Linda Kronberg***

We are well underway with everyone learning Salesforce and our "soft launch" is underway for Inside and Outside Sales and Customer Service will start their "soft launch" next week. Think of a soft launch as a preview of the system that allows users to play with real data while getting use to everything that Salesforce has to offer. This reduces stress and helps with the learning curve.



***Editor-in-Chief  
Linda Kronberg***

Phase 1A of our Salesforce implementation includes the following...BPE Data, Help Desk, Customer Service, Inside Sales, Outside Sales, Manufacturing Sales and Tech Support. Current Salesforce training efforts are focusing on department-specific training for these various groups.


In support of the Solution Pioneers Team, Miles Johnson has contributed an article about working smarter rather than harder. I hope that everyone gets a chance to read his article and starts to realize that Salesforce is a user-friendly tool that supports Burt Process Equipment's strategic organizational goals.

As we move forward with our Salesforce launch, we want everyone to memorize our two great mottos:

- ↩ If it's not in Salesforce, it does not exist
- ↩ No One Left Behind

If everyone embraces these mottos, we will surely be off to a great start with Salesforce!

**Our Motto...**  
**Your Motto...**  
**Everyone's Motto...**



**"If it's not in *Salesforce*, it doesn't exist."**

***Our Salesforce Motto:***  
**No One Left Behind**




**If it's not in *Salesforce*, it doesn't exist!**



# *Working Smarter Rather Than Harder* *and How Salesforce will Help*

Contributed by...Miles Johnson

There's a common saying that we're probably all familiar with. The saying of "Hard work pays off". But, what if I told you that working smarter pays off even more. Wouldn't it be great if we could get work done more efficiently while working nearly half as hard? Well, if we all take advantage of what Salesforce has to offer, we can do just that.

The implementation of Salesforce is going to allow us several gateways to working smarter rather than working harder. For starters, Salesforce is going to collect data we input individually and as a team to help us gain insights; we need to take action on the data. For example, what accounts have we been neglecting? What accounts are getting too much attention that could be going to other accounts that, perhaps, need more attention? Salesforce will prevent the sales team from being left in the dark and will also negate opportunities falling through the cracks.

We all know relationships are key to sales and key to a business. Salesforce is going to allow us to build more sustainable relationships. Salesforce is designed to give a better and more in-depth overview of what truly matters to our customers and makes sure that we have a follow-up action with them. We will be able to see what customers have purchased, as well as how they're using our products/services, allowing us to provide them with the most relevant content and information.

Last, but not least, Salesforce is going to reduce our costs of sales by ways such as reducing time to close sales. It will provide aids like increasing upsell and cross-sell opportunities, as well as uncover referral business by flagging untapped opportunities in existing relationships.

Overall, there are many ways in which Salesforce can make our work more efficient and easier. What is important is being sure we all know how to take advantage of what Salesforce can offer. The information provided in this article, along with the other newsletter articles about Salesforce, is a good place to start, but the best way to learn all that Salesforce has to offer is to play around with it yourself.



*At your service...*

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*Motto* → **If it's not in *Salesforce*, it doesn't exist!**

