

The Case for Driving Salesforce Adoption

Integrating critical systems like sales enablement into Salesforce helps increase Salesforce adoption, which ultimately means increased ROI from your CRM.

CRMs like Salesforce bring **tremendous** value

Businesses that use a CRM report:



\$8.71

Average ROI (per dollar spent)



50% ↑

Increase in productivity



>245%

Potential ROI



65% ↑

Increase in sales quota



40% ↓

Decrease in labor costs

Resulting in **better performance** from sales reps

Studies show sales organizations that use CRMs can see a potential:



41% ↑

Increase in sales revenues



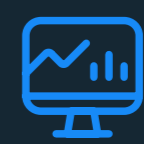
29% ↑

Increase in sales



34% ↑

Increase in productivity from sales reps



8-14% ↓

Shorter sales cycles due to data accessibility

But only when Salesforce is **well-adopted**



26%

Average CRM adoption rate across industries



73%

Average CRM user adoption among sales professionals



<75%

Adoption rates results in poorer sales team performance

Adding a sales enablement integration **drives adoption**



350% ↑

Increase in content usage



35% ↑

More time spent selling



32% ↑

More leads in the pipeline

Find out more about the [Seismic for Salesforce](#) integration.

Learn more about how sales enablement solutions, like Seismic, unlock the power of content in Salesforce in our eBook.

[Download the eBook](#) →

Sources

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