

Seismic + Salesforce = A Better CRM Experience

There's no doubt CRMs are important to businesses.
Consider the following numbers.



Businesses that use a CRM report:



\$9.98

potential ROI
(per dollar spent)¹



>300%

potential sales conversion
rate increase²



40%

decrease in
labor costs³

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

74%

improvement in customer
relationships³

34%

increase in productivity
from sales reps⁴

29%

increase in sales⁴

20%

drop in sales cycle
length⁵



However...



76%

say their biggest frustration with a CRM is that
it's either too complex, not intuitive or user
friendly, or cannot be customized⁶

55%

think their current CRM system cannot be
customized properly to meet their specific needs⁶

58%

believe their current system is wasting money⁶

Salesforce is one of the **most popular** CRMs
on the market.

Adding Seismic to Salesforce **augments**
the CRM experience by:

- Making sales content **available directly** within Salesforce
- Identifying and recommending the **best content** based on Salesforce objects and historical success
- Making content sendable as a link so **engagement data is trackable** in the activity history of the Salesforce record
- Providing **secure virtual environments** for stakeholder collaboration during the homestretch of a deal



Implementing Seismic leads to:



350%

increase in content usage



35%

more time selling



32%

more leads

Make the Most Out of Salesforce with Seismic

To learn more about how Seismic can improve your
usage of Salesforce and benefit your business as a whole,
[download the eBook](#) or [speak with one of Seismic's experts.](#)

¹<https://essentials.salesforce.com/wp-content/uploads/2021/06/Salesforce-Essentials-ROI-case-study-5P-Consulting-2019.pdf>

²<https://www.agilecrm.com/blog/statistics-that-prove-the-need-for-a-crm/>

³<https://financesonline.com/crm-software-statistics/>

⁴<https://www.agilecrm.com/blog/statistics-that-prove-the-need-for-a-crm/>

⁵<https://www.nutshell.com/blog/how-to-implement-a-sales-process>

⁶<https://www.sugarcrm.com/hd-cx/content/crm-impact-report/>