### **Seismic**

### 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:



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

74%

improvement in customer relationships<sup>3</sup>



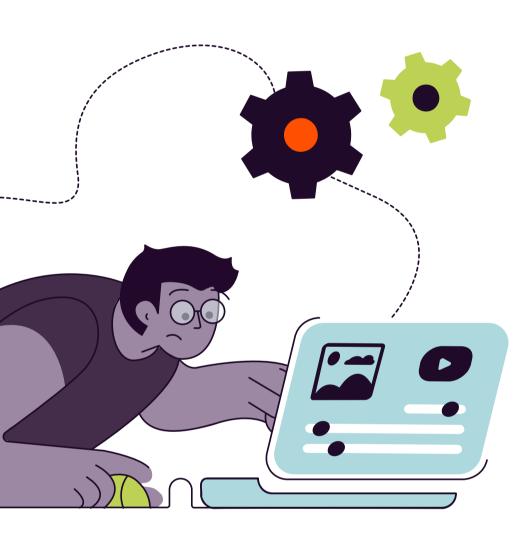


increase in productivity from sales reps<sup>4</sup>

20% drop in sales cycle length<sup>5</sup>



### However...



## 76%

say their biggest frustration with a CRM is that it's either too complex, not intuitive or user friendly, or cannot be customized<sup>6</sup>

# 55%

think their current CRM system cannot be customized properly to meet their specific needs<sup>6</sup>

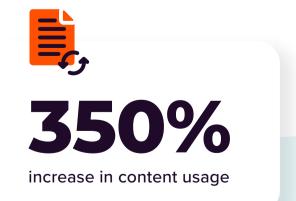
**58%** believe their current system is wasting money<sup>6</sup>

## 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







8 8 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.

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

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

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

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

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

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



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