

“e-tailing” – Is the effort worth it?

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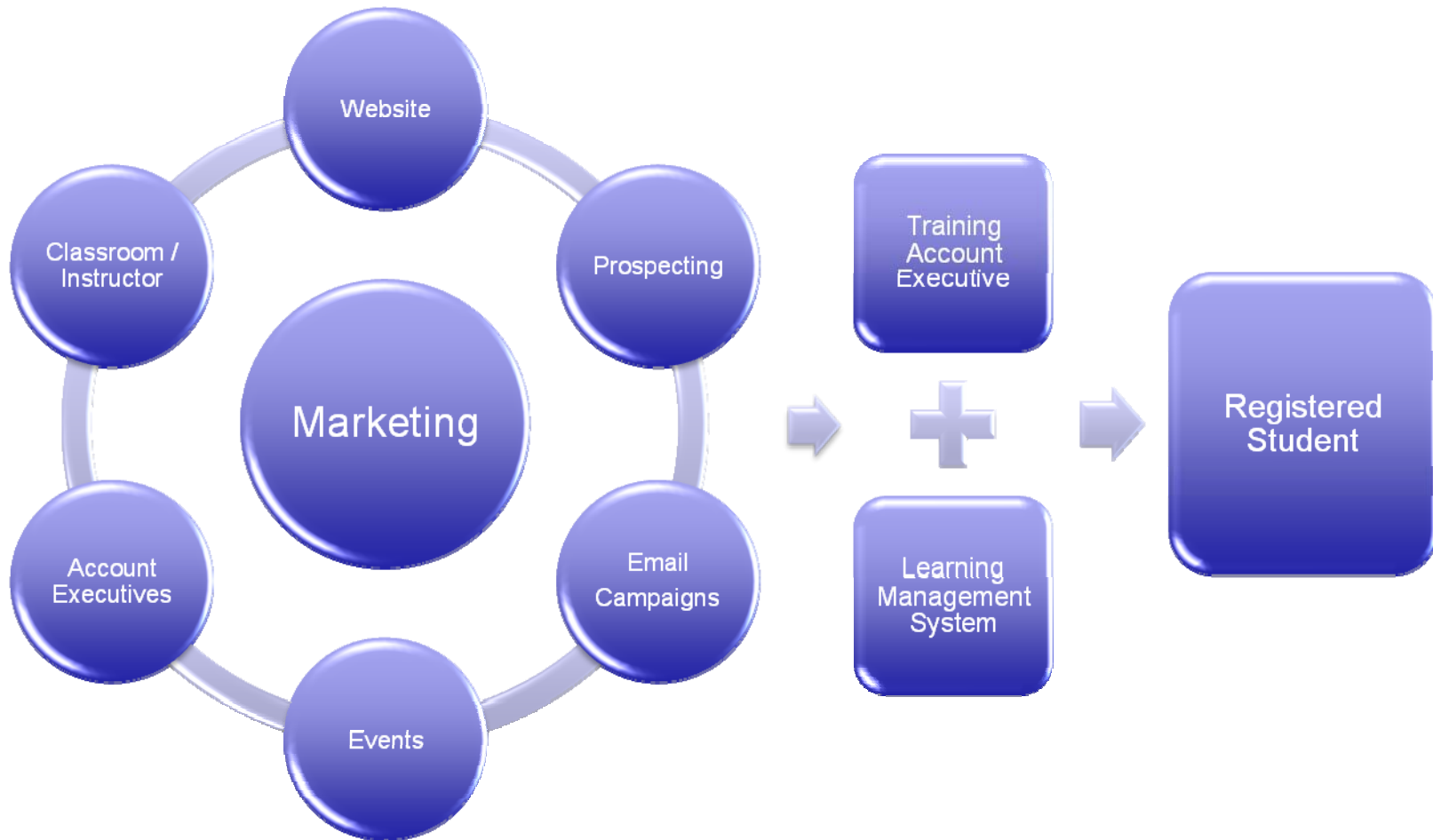
16th September 2009

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Salesforce.com EMEA Training & Certification

Our Approach to Sales & Marketing

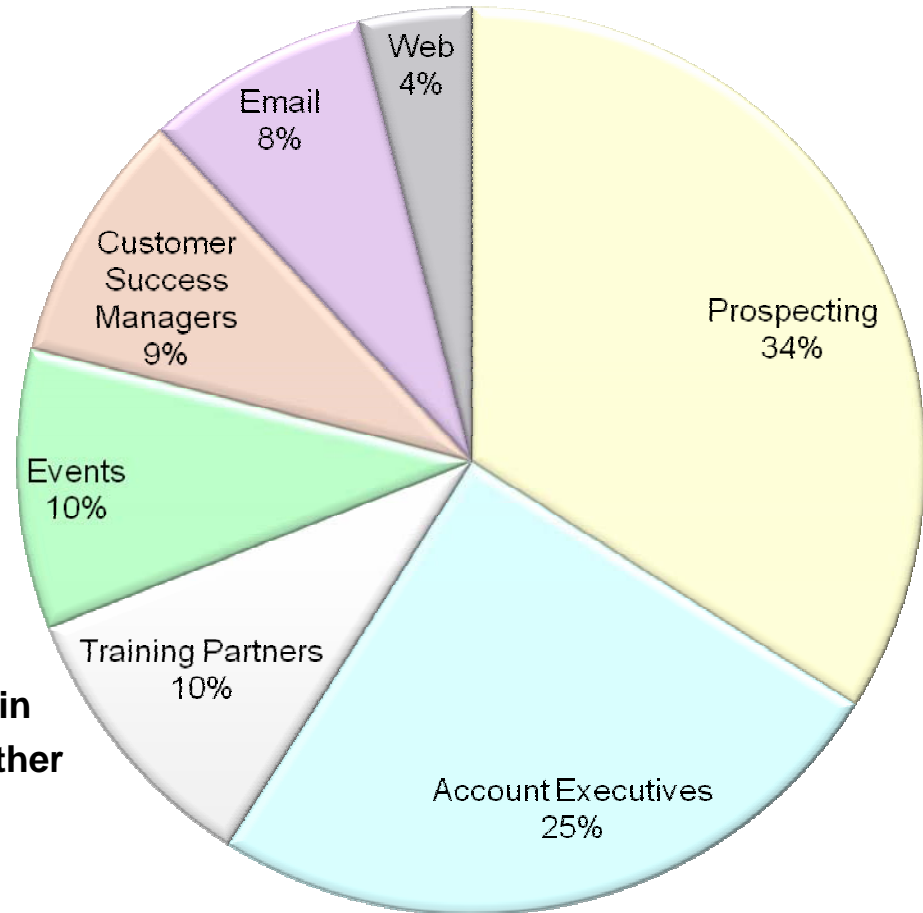


Where do our leads come from?

Statement of the Blindingly Obvious

*“The more human interaction involved
the more effective the lead generation”*

**e-tailing is important but its impact within
salesforce is not as significant as other
channels/sources**



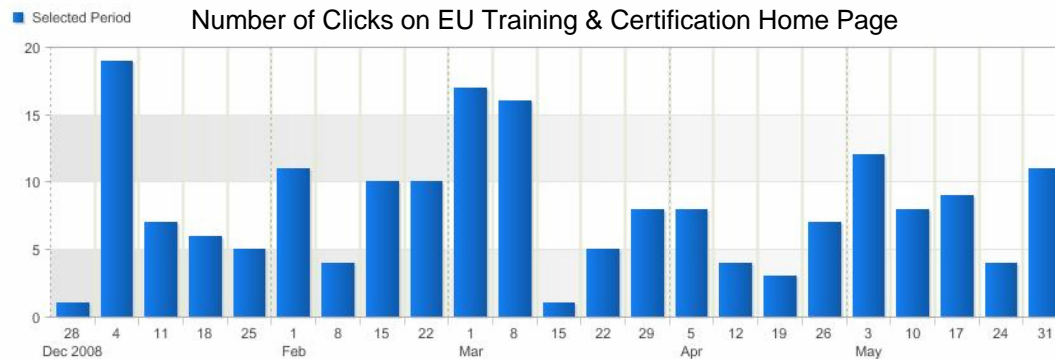
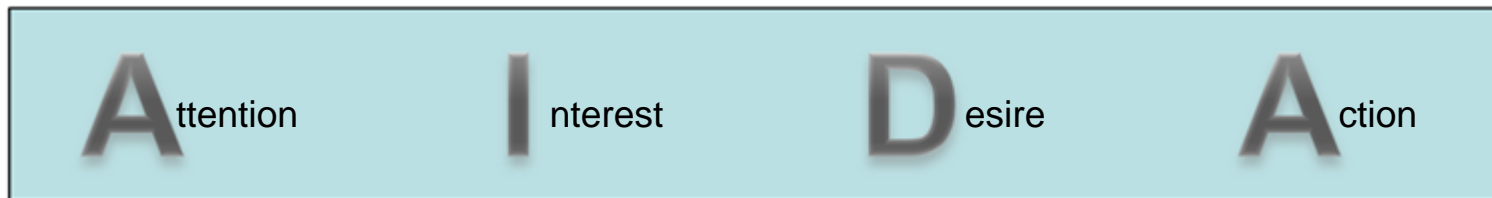
Challenge #1 – How do we get customers to visit our website? (in particular the Training Home Page)

Context

- Separate web sites for every language in EMEA (UK, EU, FR, DE, NL, ES, IT)
- Training is a very important part of Salesforce.com but a small % of our company revenue

Lessons Learned

- Keep in mind how much you can achieve with your website?
- Keep the call to action clear and simple



Challenge #2 – How do we ensure your customers understand your offering and what to choose from our catalogue?

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Training and Certification

Administrators
Developers
Consultants
End Users
Consulting
Customer Support
Partner Support

By training our employees, we're getting the most from Salesforce CRM.™

Doug Harr
CIO
INGRES

Expertise equals success

Customers who were trained by salesforce.com have 52% higher user adoption rates and increased sales pipeline by 132% (Source: MarketTools Inc. salesforce.com logon analysis). Ready to see similar results? Whether you're new to Salesforce CRM or have used it for years, salesforce.com offers the best, most flexible training available.

Training options for every role

Make every employee more productive. Help sales reps close more business. Keep administrators on top of the latest releases. Prepare your implementation team for every stage of your project. And give IT the power to build the cost-saving applications you need.

End Users | Administrators | Implementors | Developers

Training options for every customer

Train individual users in classrooms, in instructor-led virtual classes, or in self-paced online courses. We'll even come to you to train your entire team in private classes. Or get it all when you make training part of your subscription. With Premier Training, every user can take any course, at any time. Subscribers can also access courses available exclusively through the Premier course catalog. Premier Training makes the most of your training dollars and the fastest way to send your ROI through the roof.

Certify key users

Your administrators keep Salesforce CRM humming. Your implementation team puts

find a class
choose a date and location

train the team
train your entire team with Premier Training

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Home Course Catalog

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Browse Catalog
This page is used to browse the catalog by Subject Area.

Filter by Area Name (1) Filter by Length (1) Filter by Price (1) Filter by Status (1) Filter by Start Date (1) Filter by Location (1) Filter by Course Type (1)

Filter by Delivery Type (38)

Admin Essentials (18.0 Edition)
Description: This comprehensive hands-on course is a must for all administrators. Administration Essentials is the core training that ensures your CRM success. In this course, you learn how to prepare for the role of an administrator.

Building Applications with Force.com and Visualforce
Description: This comprehensive hands-on course is a must for application developers who want to create custom Force.com applications or customize existing Salesforce applications. Professionals will learn how to use the declarative tools.

Admin Essentials (18.0 Edition)
Description: This comprehensive hands-on course is a must for all administrators. Administration Essentials is the core training that ensures your CRM success. In this course, you learn how to prepare for the role of an administrator.

Start Date/Time	Facility & Location	Places Filled	Price (Price)	Action
12 Oct 2009 09:00 AM Europe/Paris	Paris - FTTEC, LA DEFENSE - (EUR)	5/24	5,000.00	Register
7 Dec 2009 09:00 AM Europe/Paris	Paris - FTTEC, LA DEFENSE - (EUR)	5/24	5,000.00	Register
19 Oct 2009 09:00 PM Europe/London	Dublin - Salesforce.com - (EUR)	2/24	5,000.00	Register
26 Oct 2009 09:00 PM Europe/London	London (Online) - SFCC - (GBP)	2/24	5,000.00	Register
23 Sep 2009 09:00 AM Europe/London	London (Online) - SFCC - (GBP)	4/24	2,300.00	Register
9 Oct 2009 09:00 AM Europe/London	London (Online) - SFCC - (GBP)	7/24	2,300.00	Register

Records per Page: 10 Page: 1 of 2 Previous Next (20 total records)



Challenge #3 – How do we ensure your Training Partners' websites are aligned?

AVS CONSULTING | CONSEIL CRM SERVICES SaaS EXPERTISE SALESFORCE CLIENTS & PARTENAIRES RESSOURCES CARRIERS

Expertise en solutions SaaS | CRM GED Knowledge Management

AVS Consulting, Expertise en Cloud Computing (SaaS) & Conseil Salesforce > Services > Formation

Formation

Conseil
Intégration Fonctionnelle
Intégration Technique
Recette
Maintenance
Assistance technique

Liste des Formations

Centre de formation officiel Salesforce

AVS Consulting est le centre de formation officiel et exclusif (ATC) de Salesforce.com en France.

Le succès de vos projets sur Salesforce.com et Force.com implique la formation de tous les intervenants : administrateurs, maîtres d'ouvrage, chefs de projets, business analystes et développeurs (Apex, Visualforce...).

La formation est essentielle aussi dans le long terme pour bénéficier des enrichissements permanents de la solution et pour continuer à faire évoluer votre implémentation à la stratégie d'entreprise et aux évolutions du marché.

Chaque formation est associée à une certification. La certification est la garantie de faire reconnaître ses compétences et de travailler avec des professionnels reconnus.

Prochaines dates de formation
Inscriptions : atc@avs.consulting.com

ADM 201 - L'Essentiel de l'Administration
12 octobre 2009 - 19 octobre 2009
16 novembre 2009 - 19 novembre 2009
14 décembre 2009 - 17 décembre 2009

ADM 301 - Administration avancée
12 octobre 2009 - 18 octobre 2009

DEV 501 - L'Essentiel de Force.com
14 septembre 2009 - 19 septembre 2009

DEV 501 - Vm
5 octobre 2009

Liste des Formations

Formation	Description
ADM 201 - L'Essentiel de l'Administration	Principes de base de la configuration de Salesforce.com administrateurs, consultants, chefs de projets. Site en français pas de compétences techniques. Ce cours est destiné à toute personne aspirant découvrir les possibilités avancées de Salesforce.com administrateurs, la gestion des données. Site en français pas de compétences techniques de la configuration Salesforce. atc@avs.consulting.com
ADM 301 - Administration avancée	Comment développer sur Salesforce sans code Lors de cette formation, vous créerez une application. atc@avs.consulting.com
DEV 501 - L'Essentiel de Force.com	Le développement sur Salesforce.com vous permettra de développer des applications et des composants personnalisés. atc@avs.consulting.com
DEV 501 - Visualforce et Apex sur Force.com	

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Training

Become a salesforce.com Expert!
Training for the on-demand applications of salesforce.com

As an "Authorized Training Center", ClientHouse exclusively offers salesforce.com trainings in Germany and Switzerland. Based on their requirements and existing know-how, the course participants are provided with the essential skills in order to optimally set up and customize the Salesforce applications.

The product trainings include best practices for the Salesforce CRM application, configuration and data migration tasks as well as application development with Apex, Visualforce and the Force.com Platform.

The German-language workshops are held by authorized trainers, whose expertise and project experience ensure an enduring learning success.

For further information on training, please contact us by e-mail to training@clienthouse.com.

Recommended courses for administrators and power users:

ADM-201 Administration Essentials (EE/UE/PE) » Register now
Basic course embracing the setup and configuration of the Enterprise & Unlimited Edition. ADM 201 prepares you to take the Salesforce.com Certified Administrator exam. The exam is included in the price of the course certification.

Dates: September 14 - September 17, 2009 Berlin
September 28 - October 01, 2009 Zurich
October 26 - October 29, 2009 Frankfurt Main

ADM-301 Advanced Administration (EE/UE) » Register now
Advanced training course covering best practices for the Enterprise and Unlimited Edition.

Dates: October 12 - October 16, 2009 Berlin

Recommended courses for salesforce.com developers:

VIVENS GROEP | HOME COMPANY APPROACH NEWS JOBS CONTACT

Vivens is a no-nonsense organisation, with a swiftly expanding team of ICT and CRM professionals. Our lines are short, our approach transparent, our language is clear. An informal business where the servicing nature guarantees customer-oriented quality.

Salesforce Trainings

From our branches in the Netherlands and Belgium, we serve an ever expanding customer platform, home as well as abroad.

Vivens ICT
Specialized in the development of web-based custom-made software solutions. Our customers are large banks, insurers and financial institutions but also several other (international) organisations from the consumer, consultancy and media industry, to name a few. In the projects that we do for these clients, we work with the latest technologies (Microsoft .NET & PHP).

Vivens CRM
Occupies itself with various problems in the area of CRM and offers a unique integrated approach in the specialist market sector. In 2006, Vivens CRM became certified partner of Salesforce.com. Salesforce.com is an on-demand CRM-application, aimed at improving the commercial strength of businesses. Click here for further information on this subject.

Jobs
We currently work with over 25 professionals and we are continuously on the lookout for new colleagues. If you are an ICT specialist with a Bachelor's degree and several years of work experience in the ICT industry, [please take a look at our vacancies](#).

Customer login

Username:
Password:
Login

News

15.06.2009 - Cloudforce event big success
A record number of visitors attended the Salesforce.com's Cloudforce Tour, on June 9th in the Evoluon Endorhous. With over 500 visitors it was the biggest Cloud Computing Event in Europe so far. During the well-attended key note session several Salesforce.com executives explained and demonstrated the practical meaning of concepts such as Sales or Service Cloud amongst others. Several Dutch and Belgian... [read on](#)

More news

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Office Belgium: Mechelen T +32 477 32 79 24 Email: info@vivens.com



Challenge #4 – How do we get people to take action?

How?

- Business Value Proposition
- Offers/Promotions
- “Buttons”

Lessons Learned

- Compelling reason to click
- Bring people to the page (eg email campaign, newsletter)

The screenshot shows the Salesforce.com website. At the top, there's a navigation bar with 'salesforce.com' logo, 'Success. Not Software.' tagline, and links for 'Rate this page', 'Customer Login', 'Free Trial', and a search bar. Below the navigation bar, there are tabs for 'Salesforce CRM', 'Force.com Platform', 'Events & Community', 'Company', and 'Services'. The main content area features a large banner with a 'SOFTWARE CERTIFIED' logo and a quote: "The Salesforce.com Certification Program makes it much easier to identify, evaluate, and hire qualified candidates." Below the banner, there's a 'Training and Certification' section with a sub-heading 'The Fastest Way to Salesforce and Force.com Success'. This section includes a paragraph about the benefits of training and certification, followed by a list of target audiences: Administrators who want to get started, Administrators who want to get better, Developers who want to build software as a service, Companies that want to make end users productive within days of launch, and Anyone who wants training from trusted experts. To the right of the text, there are three buttons: 'COURSE CATALOG', 'GET CLOUD CERTIFIED', and 'PRIVATE TRAINING'.

The screenshot shows the 'Learning More about Private Training' section of the Salesforce.com website. It features a 'SOFTWARE CERTIFIED' logo on the left. The main heading is 'Learning More about Private Training'. Below the heading, there's a quote from Eric Kelleher, VP, Education: "We hear all the time how this course got everyone excited about what Force.com could do for them. It gets everyone involved with IT projects on the same page." To the right of the quote, there's a paragraph explaining the benefits of private training, followed by a form for users to request more information. The form includes fields for Salutation, First Name, Last Name, Company, Job Title, E-mail, Phone, Country, State, and Employees. There's also a checkbox for 'Yes, I would like to receive offers and information from salesforce.com' and a 'Submit' button. At the bottom, there's a note: '* These fields are required'.



Challenge #5 – How do we make email campaigns effective?

Findings

- We exceed the benchmark for click throughs (2%) and the open rate (20%)
- But conversion is a challenge
- SPAM Filters need to be respected

Lessons Learned

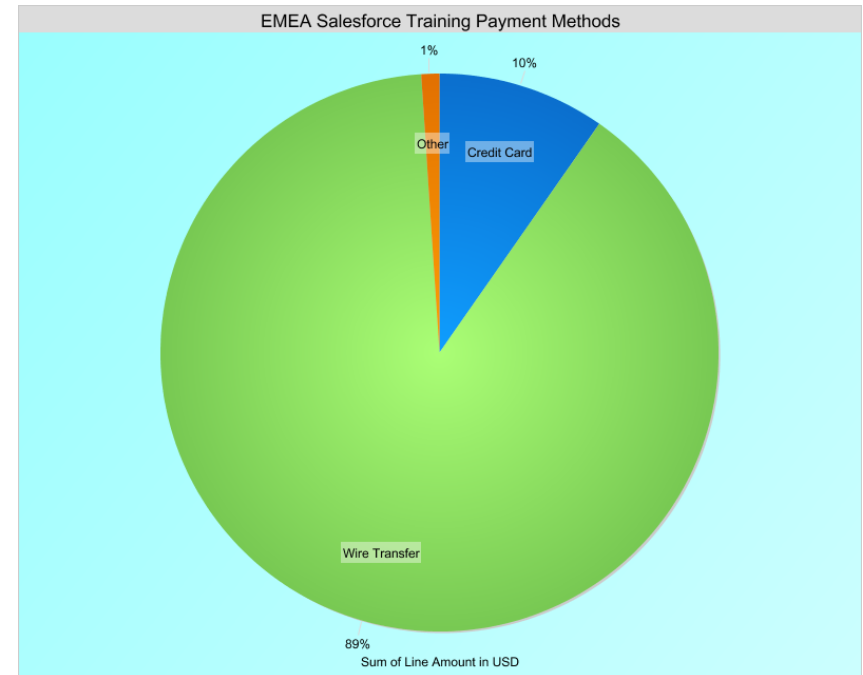
- Better targetting and personalisation on the email to gain attention
- Compelling reason to drive a call to action

Campaign Name	# Sent	# Opened	Click rate	Open rate	Total Leads	Num Won Opportunities	Total Value Opportunities (converted)
EMEA - FY10Q1 - Education - DE Spring 09 Webinar	1243	400	0	32.71	0	0	0
EMEA - FY10Q1 - Education - DE – ADM-201 ADM-301	1240	346	0.65	28.13	1	1	2700
EMEA - FY10Q1 - Education - ZA – ADM-201	1152	148	3.6	13.32	1	0	0
EMEA - FY10Q1 - Education - Tel Aviv – ADM-201	278	96	14.55	34.91	0	0	0
EMEA - FY10Q1 - Education - Paris – ADM-301	676	226	9.39	34.24	3	0	3000
EMEA - FY10Q1 - Education - Nordics – ADM-201	833	285	7.01	35.06	1	0	0



Challenge #6 – How do you get customers to self serve (using credit card)?

- For \$200 purchase Credit Card is a viable payment method in Europe
- For \$2,000+, most companies require use of Purchase Order
- How do we drive self serve when a PO is involve rather than a credit card?
- How can we enable self serve without requiring a touch by our Training Account Executive?
- How do we handle compensation and channel conflicts?



So, is the effort worth it?

Yes but ..

- #1 Keep the channel simple**
- #2 Make the channel compelling**
- #3 Recognise it's a process (AIDA)**
- #4 Don't forget your other channels**

