



# Salesforce.com Secrets of Success: Best Practices for Growth and Profitability

*David Taber*

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**Salesforce.com Secrets of Success: Best Practices for Growth and Profitability** David Taber  
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You're investing in Salesforce.com for one reason: to drive major performance improvements across your entire organization. ***Salesforce.com*<sup>®</sup> *Secrets of Success* will help you do just that. Drawing on his experience with dozens of deployments, author David Taber offers expert guidance on every aspect of Salesforce.com deployment, with results-focused best practices for every area of the organization touched by Salesforce.com, including sales, marketing, customer service, finance, legal, and IT. This is information you'd otherwise have to pay a consultant \$300/hour to get...information you won't find in any other book!**

Taber walks you through developing a comprehensive and effective implementation strategy, followed by tactics and specifics to overcome every challenge you face, including internal politics. Through this book and its companion Web site, [www.SFDC-secrets.com](http://www.SFDC-secrets.com), Taber provides questionnaires, step-by-step guides, and extensive resources—all part of the Revenue Overdrive™ system that gives your organization maximum results from Salesforce.com.

- Achieve higher end-customer satisfaction and dramatic sales productivity gains
- Use the SFA Maturity Model™ to assess readiness, fill gaps, and gain early, deep user adoption
- Overcome “people, product, and process” pitfalls that can limit the value of Salesforce.com
- Learn which tools, add-ons, features, and extensions are right for your implementation

This book's start-to-finish roadmap for success can be used by companies of all sizes in all industries—with specific chapters for executives, team leaders, implementation team members, developers, and users throughout the business.

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