

Best Practices in

Sales Force Automation

The art and science of helping sales people close sales

Sales force automation (SFA) sounds almost quaint now as customer relationship management (CRM), customer experience management (CEM), and some of the other acronyms have commandeered the serious conversations that SFA used to inspire. But at the heart of the business process, SFA encompasses the most basic ingredients that have been so well-developed in later customer-focused technology solutions.

This Best Practices Guide to Sales Automation will focus on the big innovations in SFA tools that have enabled salespeople to be more productive, better prospectors, and more prepared to build pipelines and close business.

These solutions can be:

- Mobile solutions
- Prospecting or database tools
- Incentive management tools
- Quote or proposal tools

We doubled up on this month's Best Practice's Guides to include marketing automation since the line is blurred between marketing and sales in so many small business situations.

If your company offers solutions that are directly beneficial to a typical salesperson *not* sitting in an ivory tower, we'd like to hear from you.

In *CRM* magazine's **May 2012 Issue**

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thought leadership & lead generation

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* This section topic and roundtable Web Event will beco-marketed with *Speech Technology* magazine and SpeechTechMag.com. There is a 20% premium charge.