Many small and midsize business (SMB) owners struggle to make the most efficient use of their time and focus on activities that return the highest value to their companies. A recent Salesforce survey found that two-thirds of small business leaders are personally responsible for three or more areas of their businesses, ranging from sales to finance to customer support. At the same time, they spend 23 percent of their workdays on manual data input—more than a full day every week! It's a recipe for disaster that a customer relationship management (CRM) system can easily help avert.

Ironically, awareness levels around CRM's benefits are high among small business owners, but adoption rates remain low. "One reason is that some SMB owners find the prospect of implementing CRM intimidating," says Karrie Sullivan, a principal in Culminate Strategy Group. "They often lack access to technology expertise and resources." In fact, the Salesforce study found most SMBs don't have even a single information technology (IT) specialist on staff. "So while most small business leaders understand that technology can help solve those problems, but they're concerned about cost and the ease of setup, use, and maintenance," Rosecrans says. "Salesforce recently launched a small business offering designed to address all those issues. "Salesforce Essentials is geared to CRM first-timers and focused on bringing all their customer data into one place, making sales and service processes vastly more efficient," Rosecrans says. "Setup and onboarding are super simple, and we're providing a fun, interactive training experience through Trailhead, our online learning environment, which is free to everyone. Salesforce Essentials is built on the same underlying platform as that used by Amazon and Coca-Cola, both of which are Salesforce customers, so you can be assured that you can grow without worries." With affordable, easy-to-use CRM systems that are easy to learn and implement, SMBs have a ready solution to take back their time while improving customer experiences.

Small business success means finding, winning, and keeping customers. To get there, you need more than just solutions. You need a navigation partner. That's why we designed Salesforce Essentials—it's the CRM that helps growing businesses connect with customers and provide experiences that keep them coming back. And it's built to scale with you, so no matter how far your business goes, you're on a platform that keeps pace.

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