

Determining the Right Salesforce Partner for Assured Success

According to CIO, every one out of three (33%) CRM projects tend to fail. The actual reported numbers, however, vary between 18 and 69%.

That means the chances of your CRM project's failure are as high as 69%

And even if you use a CRM platform like Salesforce, your project still has a chance of failing.

Irrespective of your journey—whether you are planning to move to Salesforce CRM or you've just started, or you've been using it for a while—a trusted partner is an indispensable part to assure success.

But how can you know which Salesforce partner is right for your business?

Here are six tips that will help you determine the right Salesforce partner for your business:

Do your own research or Ask Salesforce

1

Make sure you both share a common vision

2

Look for industry, project, and solution expertise

3

Check out Salesforce partnership levels, team size, and Salesforce-certified members

4

Evaluate the level of support a partner provides

5

Look beyond cost to assess the value

6

Do your own research or Ask Salesforce

Start your research by Looking

for Salesforce implementation case studies related to your industry vertical and business.

Approach your peers from other industries who have recently adopted Salesforce.

Connect with your designated Account Executive (provided by Salesforce) to help with the list of certified partners apt for your project type.

Make sure you both share a common vision

An organization's vision guides how they conduct operations; it should guide with whom you work as well.

So, make sure your values and vision are similar to those of your Salesforce partner.

Go through a partner's mission statement, read client reviews, research involvement in the community, and ask questions.

Look for industry, project, and solution expertise

A partner who knows your industry and business model can provide invaluable insights on how to structure processes or roll out changes.

Another inescapable part to consider is technology expertise which can help you dig deep into a partner's business experience and can help you secure a strategic business partner.

Apart from seeking case studies, ask for client references and talk to the clients about their experiences. That will help you understand how the partner handled situations in similar projects before.

Note: To extract the full value from a partner, enable them to go beyond implementation to experiment and drive innovation.

Check out Salesforce partnership levels, team size, and Salesforce-certified members

The partnership level isn't all just a big indicator of a company's expertise.

Salesforce's partnership levels are based on technical certifications and customer success rates.

Team size is another aspect to verify if the partner has enough people to ensure the timely delivery of your project

And Salesforce certification validates if a partner has the Salesforce knowledge and experience necessary to handle your implementation.

Salesforce certifications: Salesforce Administrator, Salesforce Developer, Salesforce Advanced Administrator, Salesforce Sales Cloud Consultant, and Salesforce Service Cloud Consultant.

Evaluate the level of support a partner provides

Support is a very important aspect because Salesforce is continuously evolving.

Salesforce makes three releases in a year (summer, spring, and winter), so staying up-to-date is vital.

So, prefer a partner who provides 24x7 support, be it on-site, off-site, onshore or offshore.

Look beyond cost to assess the value

Cost is always a primary concern as it impacts the overall ROI but it shouldn't be your only focus.

Salesforce implementation costs can largely vary based on your business needs, the proposed scope, and a partner's expertise level. So, it is paramount to compare the cost to the value proposed.

Eventually, your business is going to use Salesforce long beyond just initial implementation, so upfront cost is only a component of your long-term ROI, adoption, and success.

Ready to explore if Grazitti's expertise meets your needs? Get in touch with us now