

Salesforce is the backbone of any successful sales organization. It manages your data, acts as a central repository, and allows for reporting and planning. All of your sales tools should integrate with Salesforce in order to ensure they can all record and exchange information.

Unfortunately, not all integrations are created equal. Many sales acceleration solutions do not provide fast, accurate, and consistent communication with your CRM.

Below, you can benchmark the quality of your Salesforce integration against the best.

	Always	Sometimes	Never
How often does your sales tool accurately log your activity in Salesforce?			

Accurate Salesforce data is absolutely crucial to your sales success. Without accurate data, reps do not have full lead history, marketing loses campaign history and context, and sales leaders do not have accurate reporting to make critical decisions. **Your solution should always log accurate information in to Salesforce.**

How often can sales reps perform the majority of their work outside of Salesforce?			
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Sometimes, reps can get lost in Salesforce while they input or search for critical information. Time spent in Salesforce is lost selling time. Reduce the amount of time spent in Salesforce to increase sales productivity and revenue. **Salesforce should never take up the majority of the day.**

How often does your sales enablement tool instantly sync all activity and sales data to Salesforce?			
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Similar to data accuracy, you need the right data at the right time. Especially when it comes to contact inbound leads, response time makes all the difference. **There should never be a delay in your Salesforce sync.**

How often does your sales automation platform fail to log all sales activities to Salesforce?			
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In order for maximum sales effectiveness, your sales automation platform should always log all of your sales activities to Salesforce. Every activity that is not logged costs your team time and increases the risk of inaccurate or incomplete data. **Your sales automation solution should always log all activities to Salesforce.**

How often do you doubt the accuracy of your sales activity reports?			
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Confidence in your reporting is key. If you cannot accurately report on sales activities, you will never know for sure which activities drive results and cannot properly create a winning sales plan. **You should always be confident in your sales activity reports.**

Want all of your “Always” boxes checked? ringDNA boasts the best Salesforce integration on the market. **To learn more, contact Sales: sales@ringdna.com**