

Sales Cloud Pricing



Drive efficient growth with fully customizable sales force automation tools.

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| <p>Starter</p> <p>The simple CRM for sales, service, and marketing.</p> <p>\$25</p> <p>User / Month*</p> <p>(USD billed annually)</p> | <p>Professional</p> <p>The CRM for sales.</p> <p>\$75</p> <p>User / Month*</p> <p>(USD billed annually)</p> | <p>Enterprise</p> <p>The CRM for sales with analytics and API.</p> <p>\$150</p> <p>User / Month*</p> <p>(USD billed annually)</p> | <p>Unlimited</p> <p>The CRM for sales with automation, AI, and developer support built-in.</p> <p>\$300</p> <p>User / Month*</p> <p>(USD billed annually)</p> |
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Compare editions and top features.

| | Included in Starter? | Included in Professional? | Included in Enterprise? | Included in Unlimited? |
|--|----------------------|---------------------------|-------------------------|------------------------|
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| | Included in Starter? | Included in Professional? | Included in Enterprise? | Included in Unlimited? |
|--|----------------------|---------------------------|-------------------------|------------------------|
| <p>Account, Contact, Lead, and Opportunity Management</p> <p>Manage the entire sales cycle from tracking sales leads and opportunities to managing account and individual contact details in one place.</p> | ✓ | ✓ | ✓ | ✓ |
| <p>Email Integration with Gmail or Outlook</p> <p>Get a complete view of customer interactions and boost productivity by automatically syncing email with CRM data.</p> | ✓ | ✓ | ✓ | ✓ |
| <p>Forecast Management</p> <p>Manage your forecast in a single view. Improve forecast accuracy with customizable KPIs, real-time signals, and more.</p> | — | ✓ | ✓ | ✓ |
| <p>Workflow and Process Automation</p> <p>Automate and build scalable business processes that drive efficiency and empower people.</p> | — | — | ✓ | ✓ |

Compare editions and top features.

Included in Starter?

Included in Professional?

Included in Enterprise?

Included in Unlimited?

Advanced Pipeline Management

Maintain a healthy pipeline in a robust consolidated view. Track key metrics, identify changes, and de-risk deals with actionable insights.

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Built-in AI

Get built-in lead and opportunity scoring, plus insights from calls, interactions, and deal health using a suite of AI functionalities.

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Premium Support and 1-to-1 Guidance

Build a path to success by leveraging Premier's expert guidance, tailored resources, and 24/7 global support.

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Explore all features.

Starter

Professional

Enterprise

Unlimited

Find and progress leads.

Lead Management

Track, filter, and qualify new prospective customers.



Lead Assignment and Routing

Route hot leads to the right reps and view the impact of your marketing activities on your sales pipeline.



Lead Scoring

Analyze your data, predict which leads are the most likely to convert, which allows for prioritization and increased lead conversion.

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Duplicate Blocking

Improve CRM data quality by preventing duplicates, so data is more usable, reliable, and relevant.



Web-to-Lead Capture

Generate leads with the prospecting data from your company's website visitors.



Mass Email

Create targeted email lists for events. Provide updates for your prospects and customers. Automatically track which leads or contacts received emails.



Explore all features.

Starter

Professional

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Find and progress leads (continued).

Email Productivity and Scheduling

Use real-time dynamic meeting scheduling, send emails later, track email engagement and more.



Sales Cloud Everywhere

Move deals forward as you move around the web. Bring context to every conversation with access to key CRM data within your flow of work.



Campaign Management

Manage and track marketing campaigns across all channels. Make more informed decisions and see their impact on your sales pipeline.



Email Templates

Create form emails to communicate consistently with customers and prospects.



To-Do List

See, sort, and organize all your tasks in a single, actionable, and customizable view. Sales Engagement users can also see tasks from cadences.



Campaign Influence

Improve campaign ROI metrics. Allocate revenue share across campaign touches on an opportunity.



Manage customer and sales details.

Account and Contact Management

Get a complete view of your customers, including activity history, key contacts, customer communications, and internal account discussions.



Opportunity Management

Track key details about every deal, at every stage.



Customizable Sales Process

Easily personalize your team's sales milestones with Sales Path.



Explore all features.

Starter

Professional

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Manage customer and sales details (continued).

Einstein Activity Capture*

Eliminate manual activity logging. Automatically capture and sync your email and calendar content and Salesforce data, in real time.



Task Management, Activity Feed

Get the complete view of all customer engagement in one place.



Person Accounts

Get a complete view of customers when they are individual people, including activity history, and service and sales engagement.



Sales Console Apps

Boost productivity in fast-paced sales environments with everything a rep needs to close business faster, all on one screen.



1 custom app per org



Sales Teams

Specify collaborators assigned to each deal.



Salesforce Meetings

Give sales reps a complete view of meeting attendees, like account history, open service cases, and bios – as well as next steps once the call ends.



Sell from anywhere on any device.

Salesforce Mobile App

Run your business from your phone – collaborate with your team, close deals, service customers, and deliver personalized marketing from anywhere.



Full Offline Mobile Functionality

Continue using the Salesforce mobile app, including creating new records, even without connectivity. Your data will sync once you're back online.



Explore all features.

Starter

Professional

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Unlimited

Forecast and analyze your business.

Customizable Reports and Dashboards

Make more informed, consistent decisions with real-time configurable reports and dashboards.



Advanced Reporting Features

Advanced reporting features include cross filters, joined reports, bucketing, and history tracking.



Collaborative Forecasting

See a complete view of your entire pipeline and your business.



Customizable Forecasting

Customize your desktop forecast page to include all the information and metrics that sales leaders require to drive accurate forecasts that supports your unique business needs.



Forecasting Mobile App

View real-time forecasting on any mobile device.



Opportunity Splits

Use opportunity splits and split types to help track the total effort of a sales team and more easily divide commissions based on participation.



Enterprise Territory Management

Model your sales territories into a logical and flexible structure that maps the right sales reps to the right customers.



Manage your pipeline.

Opportunity Scoring

Analyze your data, predict which opportunities are most likely to convert, and see intuitive factors behind your predictions to prioritize deals.



Pipeline Inspection

Maintain a healthy pipeline in one consolidated view. Track real-time pipeline movement, identify changes, and de-risk deals with actionable insights.



Explore all features.

Starter

Professional

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Manage your pipeline (continued).

Deal Insights

Get a deeper understanding of opportunity progress and deal health – including insights into activities, engagement details, and more.

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Waterfall Chart

Visualize changes in pipeline categories such as opportunities created, increases/decreases in your pipeline, and won and lost amounts.

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Create and track quotes and orders.

Contracts

Help your sales teams manage contract approvals and renewals.

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Orders

Track and manage sales orders in one central location.

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Products and Price Books

Save your product catalog and assign prices for every scenario.

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Quotes

Easily create basic quotes by pulling in products and pricing to show customers.

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Collaborate across your company more easily.

Files

Share and collaborate on key files relevant to each deal.



Topics and Recommendations

Automatically get the most up-to-date content and get recommendations on what to follow and join.

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Chatter

Collaborate throughout your company and with outside parties

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Explore all features.

Starter

Professional

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Collaborate across your company more easily (continued.)

Case Management

Automatically route inquiries to the right group or agent for faster, more accurate case resolution.



Knowledge (Read-Only)**

Access knowledge articles and FAQ to provide excellent customer service, faster.



Customize and automate processes.

Flow Builder

Automate and manage any business process with a point-and-click Process Builder tool.



5 flows per org

Unlimited

Unlimited

Flow Orchestration

Create and coordinate parallel multiuser, multistep workflows.



Available for purchase

Available for purchase

Available for purchase

Approval Processes

Automate workflow tasks, email alerts, automatic field updates, and much more. Set up simple or sophisticated approvals for virtually any process.



Lightning App Builder

Build apps visually using a library of prebuilt and custom components in this drag-and-drop environment.



AppExchange

Download preintegrated apps from AppExchange to extend your use of the Salesforce Platform.



Data Storage Per User

All editions include a minimum of 10 GB data shared by all users. Additional data storage is available on a per-org basis for each edition.



File Storage Per User

All editions include a minimum 10 GB of storage shared by all users. Additional data storage is available on a per-org basis for each edition.



Explore all features.

Starter

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Customize and automate processes (continued).

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|---|---|------------------------|------------------------------------|------------------------------------|
| <p>Unlimited Custom Applications Build apps and customize Salesforce to meet your – and your customers’ – needs.</p> | — | ✓ | ✓ | ✓ |
| <p>Customizable Profiles and Page Layouts Manage read/write permissions for different user profiles, and control which fields different users see on every record.</p> | ✓ | 2 profiles per org | Unlimited | Unlimited |
| <p>Roles and Permissions Establish roles and permissions that set object/data access for different users.</p> | ✓ | 2 roles per org | Unlimited | Unlimited |
| <p>Record Types (Per Object) Tailor business processes, picklist values, and page layouts.</p> | ✓ | 3 types per object | Unlimited | Unlimited |
| <p>Developer Sandbox Develop and test in an isolated environment without compromising your live Salesforce deployment.</p> | — | ✓ | ✓ | ✓ |
| <p>Developer Pro Sandbox Develop and test without compromising your live Salesforce deployment. Developer Pro can host datasets larger than a developer sandbox.</p> | — | Available for purchase | Available for purchase | ✓ |
| <p>Partial Sandbox Replicate your production org, including all data. Handle performance testing, load testing, and staging.</p> | — | — | 1 partial sandbox included per org | 1 partial sandbox included per org |
| <p>Full Sandbox Test and code in separate environments without compromising your live Salesforce deployment.</p> | — | — | Available for purchase | 1 full sandbox included per org |
| <p>Lightning Platform The fastest way to build, extend, and manage apps – with clicks or code.</p> | — | — | ✓ | ✓ |

Connect sales info to any app.

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|--|---|---|---|---|
| <p>Email Integration with Outlook</p> | ✓ | ✓ | ✓ | ✓ |
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Explore all features.

Starter

Professional

Enterprise

Unlimited

Connect sales info to any app (continued).

| | Starter | Professional | Enterprise | Unlimited |
|--|---------|--------------------------------|------------|-----------|
| Email Integration with Gmail | ✓ | ✓ | ✓ | ✓ |
| Web Services API Connect external systems and data to Salesforce using web service APIs, including REST, SOAP, and more. | — | Additional \$25 USD/user/month | ✓ | ✓ |

Extend your capabilities with advanced products.

Starter

Professional

Enterprise

Unlimited

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|--|--|------------------------|------------------------|--|
| Sales Engagement Get purpose-built productivity console for all sellers. | — | — | Available for purchase | ✓ |
| | Starting at \$50 USD/user/month* (billed annually) | | | |
| Einstein Conversation Insights Track conversational insights, like keywords, talk tracks, and more. | — | — | Available for purchase | ✓ |
| | Starting at \$50 USD/user/month* (billed annually) | | | |
| Sales Cloud Einstein Increase sales productivity and effectiveness with turnkey intelligence and automation. | — | — | Available for purchase | ✓ |
| | Starting at \$50 USD/user/month* (billed annually) | | | |
| Einstein GPT for Sales Unleash productivity with generative AI. | — | — | Available for purchase | Limited credits included. Additional credits available for purchase. |
| | Starting at \$50 USD/user/month* (billed annually) | | | |
| Einstein Relationship Insights Automate relationship discovery and visualize key networks. | — | Available for purchase | Available for purchase | ✓ |
| | Starting at \$50 USD/user/month* (billed annually) | | | |

Extend your capabilities with advanced products.

Starter

Professional

Enterprise

Unlimited

Enablement

Boost seller efficiency and productivity with outcome-based enablement.

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Available for purchase

Available for purchase

Starting at \$100 USD/user/month* (billed annually)

Revenue Intelligence

Purpose-built analytics and AI insights for sales organizations.

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Available for purchase

Available for purchase

Starting at \$200 USD/user/month* (billed annually)

CPQ

Have the necessary tools to quickly configure, price, and quote complex solutions.

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Available for purchase

Available for purchase

Available for purchase

Starting at \$75 USD/user/month* (billed annually)

Territory Planning

Optimize planning with automated insights.

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Available for purchase

Available for purchase

Available for purchase

Starting at \$75 USD/user/month* (billed annually)

Maps

Location-based intelligence to optimize your sales processes.

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Available for purchase

Available for purchase

Available for purchase

Starting at \$75 USD/user/month* (billed annually)

Sales Planning

Efficiently and intelligently allocate targets, budget, headcount, and more with auto-allocation and seamless in-app collaboration.

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Available for purchase

Available for purchase

Starting at \$50 USD/user/month* (billed annually)

Slack

Centralize the selling conversation, surface critical updates and notifications, and help teams manage both pipeline and records.

Available for purchase

Available for purchase

Available for purchase

Available for purchase

Marketing Cloud Account Engagement

Generate more pipeline, close more deals, and personally connect to your customers with a full suite of B2B marketing tools.

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Available for purchase

Available for purchase

Available for purchase

Starting at \$1,250 USD/user/month* up to 10,000 contacts* (billed annually)

Extend your capabilities with advanced products.

Starter

Professional

Enterprise

Unlimited

Partner Relationship Management

Drive productivity by building personalized experiences for your partners.

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Available for purchase

Available for purchase

Starting at \$25 USD/member/month* (billed annually)
OR \$10 USD/login/month* (billed annually)

Billing

Unify your front- and back-office functions with a complete revenue workflow.

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Available for purchase

Available for purchase

Available for purchase

Subscription Management

Get a self-service subscription management solution.

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Available for purchase

Available for purchase

Available for purchase

Sales Dialer

Get click-to-dial and automatic logging features.

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Available for purchase

Available for purchase

Available for purchase

Starting at \$5 USD/user/month* (billed annually)

Quip

Transform the way teams work with the next-generation productivity tool.

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Available for purchase

Available for purchase

Available for purchase

Starting at \$10 USD/user/month* (billed annually)

Support and Success Plans

Included Support:

Everyone can access our Standard Success plan, which includes self-guided and self-service resources: Trailhead, Help Portal, communities, knowledge articles, and webinars.

Additional Support:

Our Premier and Signature Success plans offer expert guidance and support for additional fees, with features like expert coaching sessions and 24/7 support.

Sales Cloud Pricing FAQ

Are there upfront costs or additional fees?

Salesforce has all kinds of add-ons, apps, and additional products to help your company stay ahead in your industry. Call us at 1-800-667-6389 to discuss exactly what kinds of products you're looking to add and how we can help.

What if my business priorities and product needs have changed?

We know things don't always go according to plan, and we're here and will try our best to support. Reach out to a sales representative at 1-800-667-6389 to discuss options.

Do Salesforce products integrate with outside applications and systems?

In many cases, Salesforce products integrate directly with many outside applications and systems to help you connect your data. For those that don't have built-in integration, like on-premises data sources, you can purchase licenses of MuleSoft, work with our integration partners, or use apps on AppExchange. Talk to a sales representative to get an idea of what integration solution works best with the Salesforce products you use.

What support and service packages are available?

We offer several advisory, adoption, and support plans to our customers. To learn more, visit [Success Cloud](#).

How long are your contracts?

Most Salesforce products use annual contracts, but Salesforce subscription terms vary. Chat with a sales representative to discuss payment and billing options for your products.

Can I upgrade at any time? Can I add more products later on?

You can add products or upgrade at any time, but some products may need to scale together. Reach out to our sales department at 1-800-667-6389 to see what works for your business.

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FOR MORE INFORMATION, contact your account executive to learn how we can help you accelerate your CRM success. 1-800-NO-SOFTWARE salesforce.com
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