

How to select the right Salesforce Lightning edition



With Sales Cloud, reps get one central place to manage all sales-related activities. That means they'll spend less time on administration and more time closing deals. For sales managers, Sales Cloud gives real-time visibility into their teams' activities, so forecasting sales with confidence is easy.

Best of all, Sales Cloud is easy to use and customizable to the way you work. And, because it's all in the cloud, everyone can access Sales Cloud with just an internet connection – there is no need for expensive hardware or software. With Sales Cloud, you can simply add more seats or upgrade to another edition that has more features when your business grows. There's no disruption to your business, because we take care of everything behind the scenes.

“Our reps save hours each week with Sales Cloud.”

LINDSEY NELSON

VP OF SALES PRODUCTIVITY, CAREERBUILDER

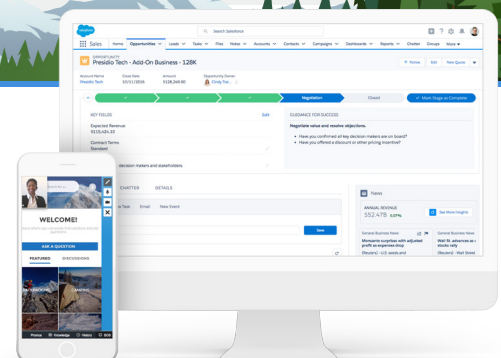
Choose the right Sales Cloud edition for your business:

Lightning Essentials	Lightning Professional	MOST POPULAR Lightning Enterprise	Lightning Unlimited
Out-of-the-box sales CRM for up to five users	Complete sales CRM for teams of any size	Deeply customizable sales CRM for your business	Unlimited sales CRM power and support
\$25 USD PER USER PER MONTH*	\$75 USD PER USER PER MONTH*	\$150 USD PER USER PER MONTH*	\$300 USD PER USER PER MONTH*
Start fast and grow even faster with Essentials edition. Get going instantly with guided setup, in-app tutorials, and Trailhead. Get all the essentials so you can track leads, opportunities, accounts, and customer cases. No more manual data entry with automatic data capture. And you can quickly scale your business by adding the apps you need on AppExchange.	Manage your entire sales cycle with Professional edition. Track your sales leads, opportunities, and customer cases, as well as manage marketing campaigns, contracts, orders, and more. Get real-time business insights with accurate sales forecasts, and customizable reports and dashboards.	Do more with Enterprise edition. Automate business processes using workflow and approvals, tailor Salesforce to your company with custom record types, and integrate with any system using our web services API. You can also manage complex sales territories, and see how your sales deals have progressed with deal trending.	Unlimited edition gives you access to unlimited online training, over 100 admin services, and 24/7 toll-free support. Tailor Salesforce to fit your business by building unlimited custom apps and creating custom tabs and objects. And your admins will have access to multiple sandboxes for development and testing.

* Billed annually

Interested in both Sales Cloud and Service Cloud Lightning editions?

See how to get the best of Sales Cloud and Service Cloud together. [LEARN MORE](#)



Sales Cloud Lightning Edition Feature List Winter '18

✓ Included in base user license \$ Additional fee applies

	Essentials	Professional	Enterprise	Unlimited		Essentials	Professional	Enterprise	Unlimited
Account and contact management	✓	✓	✓	✓	Advanced reporting			✓	✓
Contacts to multiple accounts		✓	✓	✓	Collaborative forecasting		✓	✓	✓
Person Accounts*		✓	✓	✓	Opportunity splits**			✓	✓
Chatter collaboration	✓	✓	✓	✓	AppExchange app integration	✓	✓	✓	✓
Files	✓	✓	✓	✓	Contracts		✓	✓	✓
Salesforce1 Mobile App	✓	✓	✓	✓	Sales orders		✓	✓	✓
Full offline mobile functionality	✓	✓	✓	✓	Products and price books		✓	✓	✓
Email Integration with Outlook	✓	✓	✓	✓	Quotes		✓	✓	✓
Email Integration with Gmail	✓	✓	✓	✓	Ideas community	✓	✓	✓	✓
Google Apps integration		✓	✓	✓	Roles and permissions		2	✓	✓
Task and activity tracking	✓	✓	✓	✓	Web services API		\$	✓	✓
Opportunity management	✓	✓	✓	✓	Custom profiles and page layouts		2	✓	✓
Sales teams			✓	✓	Record types (per object)*		3	✓	✓
Calendar all	✓		✓	✓	Processes (per org)		5	✓	✓
Customizable sales process	✓	✓	✓	✓	Workflow and approval automation			✓	
Sales console app		1	✓	✓	Lightning App Builder		✓	✓	✓
Rules-based lead scoring, routing & assignment		✓	✓	✓	Lightning Sync		✓	✓	✓
Web-to-lead capture	✓	✓	✓	✓	24/7 toll-free support	\$	\$	\$	✓
Campaign management		✓	✓	✓	100+ administration services	\$	\$	\$	✓
Campaign influence		3	5	5	Unlimited online training	\$	\$	\$	✓
Duplicate blocking		✓	✓	✓	Partner and Customer Community			\$	\$
Email templates	✓	✓	✓	✓	Pardot B2B Marketing Automation		\$	\$	\$
Mass email**		✓	✓	✓	Salesforce Engage		\$	\$	\$
Case management	✓	✓	✓	✓	Salesforce CPQ		\$	\$	\$
Knowledge (read-only)			✓	✓	Salesforce Inbox apps †	\$	\$	\$	\$
Knowledge (read-write)			\$	\$	Sales Analytics			\$	\$
Customizable reports	✓	✓	✓	✓	Lightning Dialer	\$	\$	\$	\$
Customizable dashboards	✓	✓	✓	✓					
Analytics snapshots		✓	✓	✓					

Platform features of each edition

	Essentials	Professional	Enterprise	Unlimited
Partial sandbox			1	1
Full sandbox			\$	1
Developer Pro sandbox		\$	\$	5
Developer sandbox		10	25	100
Data storage per user ††	20 MB per user	20 MB per user	20 MB per user	120 MB per user
File storage per user ††	612 MB per user	612 MB per user	2 GB per user	2 GB per user
Unlimited custom applications	✓	✓	✓	✓

NEW Sales Cloud Einstein bundle



	Essentials	Professional	Enterprise	Unlimited
Einstein lead scoring			\$	\$
Einstein opportunity insights			🌟	🌟
Einstein account insights			🌟	🌟
Einstein activity capture †	✓		🌟	🌟
Einstein automated contacts			🌟	🌟

Included in Einstein Bundle

- * If Person Accounts are enabled, three record types will be available for Person Accounts in addition to three record types for Business Accounts.
- ** Only available in Salesforce classic
- † Included with Lightning Essentials as a limited-time promotion
- †† All editions include a minimum of 1 GB of data and 11 GB of storage shared by all users. Additional data storage is available on a per-org basis for each edition.



For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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