Start using these unused features SOON!

Salesforce is a mine of precious stones in all sizes, types and colors. Due to lack of understanding or awareness many of its features go underutilized or unnoticed or unused. If you have the Salesforce license, you have access to these overlooked features. It's a pity if you don't use them. These can be extremely helpful in making your life simpler and more efficient.

Simply put, you are paying for it, go ahead and use it.

Content Libraries

Libraries are fully searchable file repositories that allow you to store, share, and manage your files. You choose the classifications and set up user permissions. Use of descriptive labels called tags makes classification and organization of content across libraries quite easy. Search can be done using featured content, file format, author, tags, libraries, or custom fields.

Forecasting

Forecasting feature helps you automatically calculate data for you based on your opportunity data. You can use parameters such as closing date, amount, current stage and forecast category to predict and plan your firm's revenue – monthly, quarterly or yearly.

Snapshot Analytics

How cool it would be to have multiple reports at hand and be able to compare from week to week, month to month, year to year, and look for trends. Snapshot Analytics does just that.

Macros

Doing mundane repetitive tasks is not just time consuming but also boring. You can run macros to automatically complete such tasks—all in a single click. The system performs each instruction automatically, helping you do your work consistently and put your time to better use.

Divisions

Setting up Divisions lets you segment your organization's data into logical sections which makes results in searches, reports, and list views more meaningful to users. Firms that deal with large amount of data will find this very helpful in eliminating disorder.

User Feedback

Salesforce App Exchange gives several options that can be used to collect customer feedback. Surveys and social monitoring tools help collect product reviews - positive, negative or neutral.

Tags

Social media has made tagging so relatable. The ability to describe, categorize and organize data in a personalized way can be of immense help in sorting data and finding it when needed. It is quite easy to manage, remove, add, and find tags in the system.

Email Templates

Using predefined templates, your branding strategy can take a quantum leap. Salesforce branded email templates make customer communication simple, consistent and professional, and also help in building your brand's awareness.