CRM Alone is Not Enough - Your Enterprise Needs a Sales Engagement Platform
As a large enterprise, you already know the importance of keeping all customer data both accurate and centralized in one place. This is the role of your existing CRM. However, even the leading CRM systems like Salesforce are merely digital filing cabinets to store customer data, not where the customer relationships actually take place.

Sooner or later, forward-thinking organizations will need a Sales Engagement Platform, or SEP.

SEPs are used to guide reps through their day-to-day activities by organizing various communication channels into sales cadences to improve and accelerate the sales process. All while directly updating each moving part of customer data that gets touched by the SEP directly in the CRM system — a critically important part of data integrity, reporting, and results.

Data Accuracy - Not All SEPs are Created Equal
Manually updating customer records is a tedious, time-consuming, and unavoidably, a mistake-prone process. Even your best sales reps are unlikely to update every record after every interaction. This is why the SEP should be designed to automate both the next step of the guided selling process as well as the record update in the CRM.

Ideally, the SEP automatically tracks and logs data for each rep after each touchpoint. This enables sales teams to do what they were hired to do in the first place: connect with prospects, build relationships, and close deals.

At least, that is the intended SEP result.

What to Consider - The Nativity Difference
Unfortunately, many well known SEPs actually make this data integrity and accuracy problem worse. Other than Conquer, no SEPs are native to the CRM; they were all designed, implemented and exist as separate applications.

Because these non-native SEPs live outside the CRM, data must be regularly synced between these two siloed SEP and CRM applications in an attempt to maintain accuracy. This sync process and the mere existence of two different repositories inevitably results in missing or duplicate data, incomplete records, inaccurate reporting and confused reps.

It doesn't have to be this way.

Good Enough is Rarely Good Enough if Accuracy Matters to Your Enterprise
In addition to creating data conflict, any non-native SEP's design results in time wasted training reps on multiple applications and then switching between them every day, negating the time-saving benefits of the SEP's intended automation.

A non-native SEP vendor might help you get by (if just getting by is sufficient). But if uninterrupted data accuracy of customer records is important to your enterprise, and time is not an infinite resource to your sales team, you'll want a truly native SEP solution.

Enter Conquer Cadence for Salesforce – Native and Always Accurate
Conquer Cadence is the only SEP designed and built natively inside the Salesforce CRM. This is an enormous differentiator between Conquer and all other SEP providers. We ensure continuous accuracy and control of your data, as opposed to an integration between separate applications. As a native SEP solution, Conquer lives within and writes directly to Salesforce. You never have to leave the familiar Salesforce interface to use a separate app, meaning your organization never has to sync your customer data between systems. Ever.

In addition to continuous accuracy of customer records between the SEP and the CRM, Conquer Cadence clients can run reports with the same confidence of accuracy. Unlike any non-native SEP that requires a sync, there is no distinction between the data in the Conquer Cadence SEP and the data in Salesforce. The entire enterprise can rely on a single source of truth, totally maintained with no intervention, and with no admin help or cost required.

One More Huge Difference: The Conquer Guarantee
There's one other detail that makes us different from other SEP vendors. Conquer Cadence is the only SEP solution to guarantee your sales results and business outcomes. Your success is our success. We invest in our customers as partners to engage in an ongoing and evolving relationship to help you achieve your results, scale and grow.

Interested in learning more? Please contact us at sales@conquer.io to schedule an exploratory discovery call with our Conquer pre-sales team. Take the first step to conquering your day. You'll be glad you did.

Conquer your day.
Get Cadence from Conquer.

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