How to select the right Salesforce Lightning edition

salesforce | sales cloud

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.

> *"Salesforce allowed Bright Horizon to see 5x increase in productivity."*
>
> – SHUANG STOPPE,
> VP GROWTH OPERATIONS

Choose the Sales Cloud Lightning edition that's right for your business:

Salesforce Essentials
Out-of-the-box CRM for up to 5 users

$25 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 from AppExchange.

Lightning Professional
Complete CRM for any size team

$75 USD

PER USER
PER MONTH*

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.

MOST POPULAR

Lightning Enterprise
Deeply customizable sales CRM for your business

$150 USD

PER USER
PER MONTH*

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.

Lightning Unlimited
Unlimited CRM power and support

$300 USD

PER USER
PER MONTH*

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.

* Offer requires an annual contract. Monthly pricing available for Essentials edition.

Need a solution for both Sales and Service?

Get Sales Cloud Lightning and Service Cloud Lightning together. Ask us how.

LEARN MORE

Sales Cloud Lightning Edition Comparison

	Essentials	Professional	Enterprise	Unlimited
Find and manage leads better.	◐	◐	●	●
Lead Management	✓	✓	✓	✓
Lead Assignment and Routing	✓	✓	✓	✓
Rules-based Lead Scoring		✓	✓	✓
AI-Powered Lead Scoring			$	$
Duplicate Blocking	✓	✓	✓	✓
Web-to-Lead Capture	✓	✓	✓	✓
Mass Email	✓	✓	✓	✓
Campaign Management	✓	✓	✓	✓
Campaign Influence		3	5	5
Email Templates	✓	✓	✓	✓
Salesforce Engage		$	$	$
Pardot B2B Marketing Automation		$	$	$
Manage customer and sales details.	◐	◐	●	●
Account and Contact Management	✓	✓	✓	✓
Opportunity Management	✓	✓	✓	✓
Customizable Sales Process	✓	✓	✓	✓
Sales Teams			✓	✓
Task Management, Activity Feed	✓	✓	✓	✓
Automated Activity Capture **	✓		$	$
Calendar All			✓	✓
Sales Console App		1	✓	✓
Lightning Dialer	$	$	$	$
Person Accounts		✓	✓	✓
AI-Powered Automated Contacts			$	$
AI-Powered Opportunity Scoring			$	$
Sell from anywhere on any device.	●	●	●	●
Salesforce Mobile App	✓	✓	✓	✓
Full Offline Mobile Functionality	✓	✓	✓	✓
Inbox Mobile App **	✓	$	$	$
Forecast sales more accurately.	—	◐	●	●
AI-Powered Forecasting			$	$
Custom Opportunity Fields in Forecasting			✓	✓
Collaborative Forecasting		✓	✓	✓
Opportunity Splits			✓	✓
Forecasting Mobile App		✓	✓	✓
Enterprise Territory Management			✓	✓
Configure, price, quote, and bill.	—	●	●	●
Contracts		✓	✓	✓
Orders		✓	✓	✓
Products and Price Books		✓	✓	✓
Quotes		✓	✓	✓
Salesforce CPQ		$	$	$
Salesforce Billing		$	$	$

	Essentials	Professional	Enterprise	Unlimited
Get real-time sales insights.	◐	◐	●	●
AI-Powered Opportunity Insights			$	$
AI-Powered Account Insights			$	$
Customizable Reports and Dashboards	✓	✓	✓	✓
Advanced Reporting Features			✓	✓
Sales Analytics App			$	$
Collaborate across your company.	●	●	●	●
Chatter	✓	✓	✓	✓
Files	✓	✓	✓	✓
Topics and Recommendations	✓	✓	✓	✓
Extend Salesforce to your partners.	—	◐	●	●
Lead Registration		✓	✓	✓
Partner Communities			$	$
Lightning Bolt Solutions			$	$
Cross-sell and upsell more easily.	●	●	●	●
Case Management	✓	✓	✓	✓
Knowledge (Read-Only)	✓	✓	✓	✓
Knowledge (Read-Write)	✓	$	$	$
Customize and automate processes.	◐	◐	●	●
Lightning Platform			✓	✓
Process Builder (Processes Per Org)	5	5	Unl.	Unl.
Workflow and Approval Automation			✓	✓
Lightning App Builder	✓	✓	✓	✓
AppExchange	✓	✓	✓	✓
Customizable Profiles and Page Layouts		2	Unl.	Unl.
Roles and Permissions		2	Unl.	Unl.
Record Types (Per Object)		3	Unl.	Unl.
Partial Sandbox			1	1
Full Sandbox			$	1
Developer Pro Sandbox		$	$	✓
Developer Sandbox		✓	✓	✓
Data Storage Per User	✓	✓	✓	✓
File Storage Per User	✓	✓	✓	✓
Unlimited Custom Applications	✓	✓	✓	✓
Connect sales info to any app.	◐	●	●	●
Web Services API		$	✓	✓
Email Integration with Outlook	✓	✓	✓	✓
Inbox Desktop Apps **	✓	$	$	$
Google Apps Integration	✓	✓	✓	✓
Lightning Sync		✓	✓	✓
Get the most out of Salesforce.	◐	●	●	●
Standard Success Plan	✓	✓	✓	✓
Online Case Submission (Two-Day Response)	✓	✓	✓	✓
Access to Premier Success Resources		$	$	✓
24/7 Toll-Free Support		$	$	✓
Developer Support		$	$	✓
Unlimited Online Training	✓	✓	✓	✓
Configuration Services		$	$	✓
Access to Accelerators		$	$	✓

● All features   ◐ Some features   — Not included

✓ Included in base user license $ Additional fee applies

** Included with Salesforce Essentials as a limited-time promotion.

This page is provided for information purposes only and is not warranted to be error-free, nor is it subject to any other warranties.

salesforce