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# Salesforce Optimisation Workshop

Unlock your growth engine.



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# Rev up your Salesforce engine to full speed—discovering untapped opportunities for growth and efficiency.

The EXAH Salesforce Optimisation Workshop aims to empower your organisation by identifying and addressing the key challenges that prevent you from fully leveraging your Salesforce investment.

## Goals

- 1 Uncover inefficiencies** in your Salesforce usage that limit your ability to maximise your investment.
- 2 Identify quick-win opportunities** that can be implemented swiftly, without disrupting your business.
- 3 Develop a strategic roadmap** for longer-term initiatives aimed at enhancing system utilisation.







# Not getting the bang for your Salesforce buck?

**Bridge the gap between cost and value—  
discover effective ways to leverage  
Salesforce to see sizeable business impacts.**

We understand the substantial financial commitment Salesforce demands, and it can be frustrating when the expected business value doesn't align with the costs. Our workshop is designed to tackle this issue directly, helping you ensure that your investment in Salesforce truly enhances your business's efficiency and growth.

The workshop will outline strategies for aligning Salesforce functionalities with business goals to drive ROI. Emphasis on identifying underused features that can transform costs into valuable assets will be made clear.





# Are missing features impeding growth?

## Discover how to activate and utilise hidden Salesforce functionalities that meet your specific business needs.

Missing functionalities can limit a company's ability to scale operations or adapt to new market demands. This can hinder growth and reduce competitive edge in a rapidly evolving business environment.

The workshop will provide insights into custom solutions, third-party integrations, and training on advanced features that can solve common operational challenges. This aims to show how to extend Salesforce beyond its out-of-the-box capabilities to fit unique industry requirements.





# Is low adoption limiting your Salesforce ROI?

**EXAH helps you unlock the value for each user, building a culture that embraces Salesforce through targeted training and engagement strategies.**

Adopting a new system like Salesforce can often meet with resistance, as change disrupts familiar workflows and routines. We recognise the hurdles that come with convincing a diverse team to embrace new technology, especially when comfort with existing processes takes precedence. Overcoming this requires not just introducing new tools, but also effectively demonstrating their value to every user's daily tasks.

The workshop will focus on demonstrating the tangible benefits of Salesforce to your team, using targeted training that resonates with their specific roles and challenges. Additionally, we'll introduce engagement strategies that help integrate Salesforce seamlessly into your business processes, ensuring that it becomes a valued tool rather than a mandated imposition. This approach aims to maximise your ROI by boosting user competency and acceptance.





## Preparation and commitment: Essential resources and time investment for success.



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### Client Resources

- Salesforce Product Owner
- Subject matter experts for each of the relevant clouds in question (Sales, Service, Marketing, IT, etc)
- Technical Architect
- Solution Architect
- CIO / Head of IT
- C Level sponsor of said initiatives

### Workshop Sessions

#### Client Engagement

2 - 4 Sessions

3 - 4 hrs each

#### Internal Strategy

2 - 4 Sessions

2 - 4 hrs each





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EXAH is a leading provider of integrated technology solutions, serving enterprises and forward-thinking business leaders across Africa, the Middle East, and Europe. Specialising in Salesforce and Mulesoft, as well as marketing automation, blueprinting and related services, EXAH caters to industries such as FinTech, Healthcare, Consumer Goods, Commerce, Manufacturing, and beyond. Their goal is to empower clients to delight customers, fostering growth, operational efficiency, and sustainable success in today's competitive landscape.

Its excellence in the field has been consistently recognised by Salesforce, awarding EXAH the title of Overall Implementation Partner of the Year for Sub-Saharan Africa for three consecutive years (2021, 2022, and 2023).

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