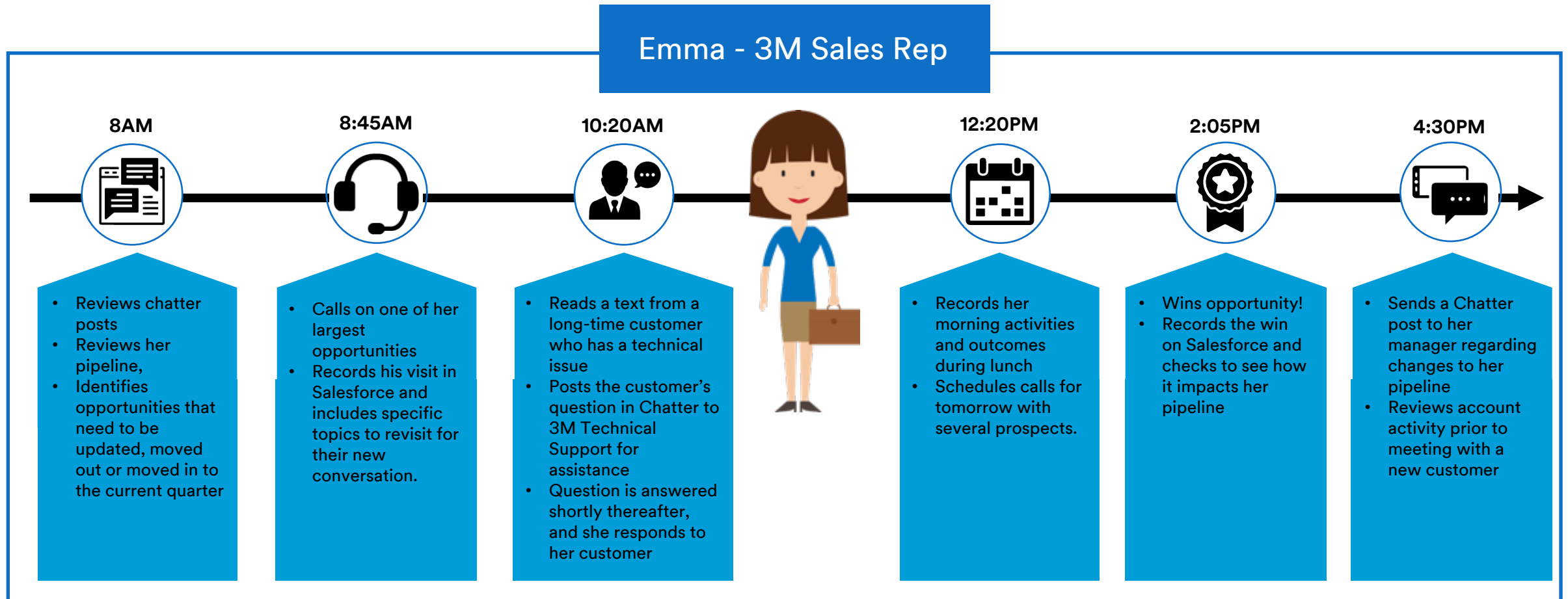


# A Day in the Life

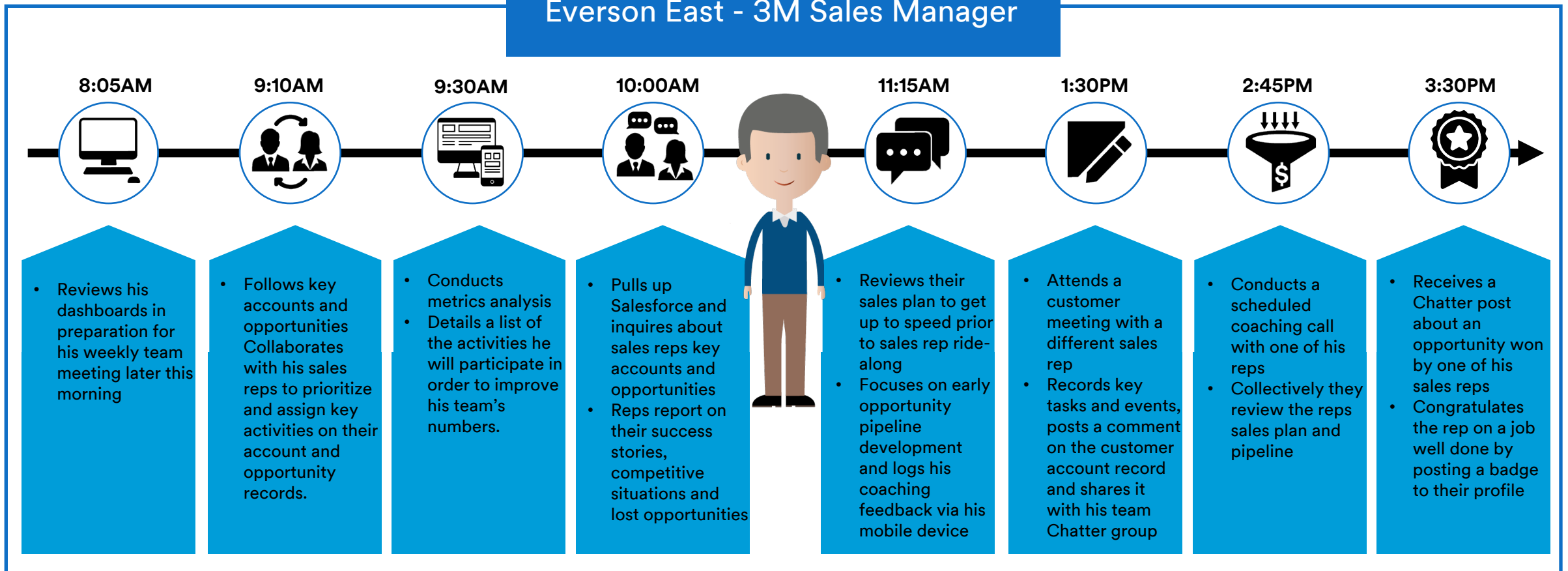
Emma IL knows that generating revenue is the ultimate measure of success for a 3M rep, but she also knows there's a lot involved in getting to the bottom line. And for that she makes continual use of her Salesforce CRM tool. Every day. Everywhere she goes. Here's a look at a typical day for this 3M sales rep.



# A Day in the Life

Everson East is a conscientious, collaborative manager of a 3M sales territory. He knows the keys to winning the most deals are: (a) knowing and coaching his team; and (b) understanding the competitive environment that affects his pipeline and opportunities. He uses his Salesforce CRM tool to stay on top of both of these areas. Here's a look at a typical day for this 3M sales manager.

## Everson East - 3M Sales Manager



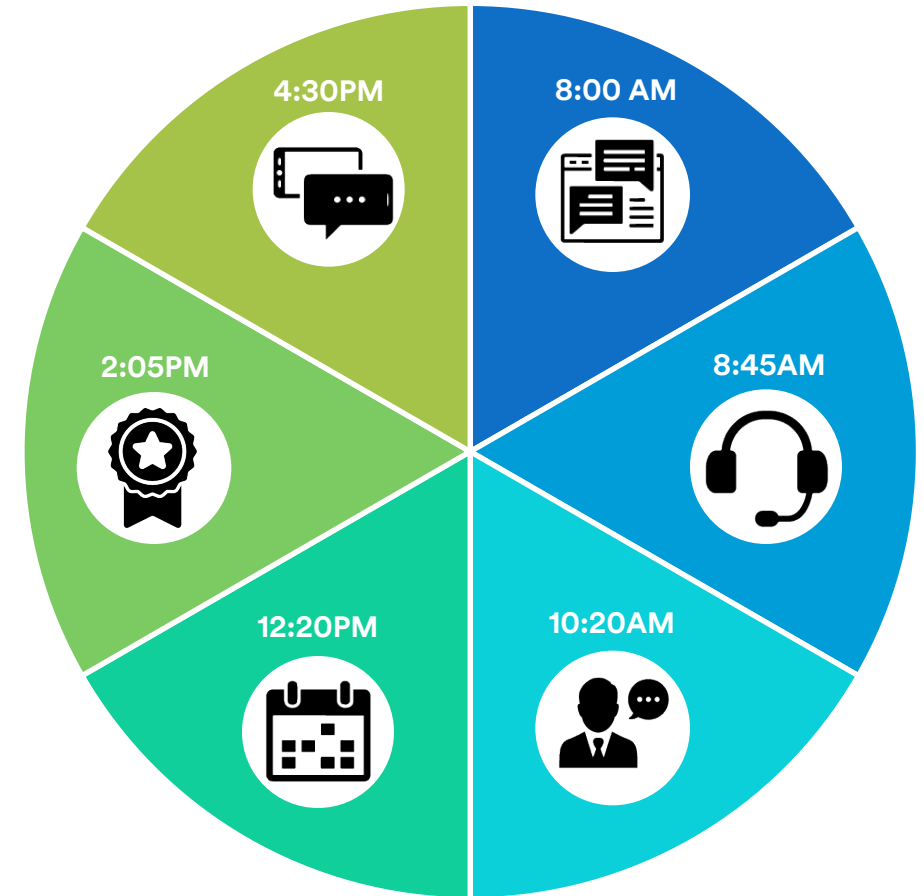
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<p><b>8:00 AM</b></p> <ul style="list-style-type: none"> <li>• Reviews chatter posts</li> <li>• Reviews her pipeline,</li> <li>• Identifies opportunities that need to be updated, moved out or moved in to the current quarter</li> </ul>	<p><b>8:45 AM</b></p> <ul style="list-style-type: none"> <li>• Calls on one of her largest opportunities</li> <li>• Records his visit in Salesforce and includes specific topics to revisit for their new conversation.</li> </ul>
<p><b>10:20 AM</b></p> <ul style="list-style-type: none"> <li>• Reads a text from a long-time customer who has a technical issue</li> <li>• Posts the customer's question in Chatter to 3M Technical Support for assistance</li> <li>• Question is answered shortly thereafter, and she responds to her customer</li> </ul>	<p><b>12:20 PM</b></p> <ul style="list-style-type: none"> <li>• Reads a text from a long-time customer who has a technical issue</li> <li>• Posts the customer's question in Chatter to 3M Technical Support for assistance</li> <li>• Question is answered shortly thereafter, and she responds to her customer</li> </ul>
<p><b>2:05 PM</b></p> <ul style="list-style-type: none"> <li>• Reads a text from a long-time customer who has a technical issue</li> <li>• Posts the customer's question in Chatter to 3M Technical Support for assistance</li> <li>• Question is answered shortly thereafter, and she responds to her customer</li> </ul>	<p><b>4:30 PM</b></p> <ul style="list-style-type: none"> <li>• Reads a text from a long-time customer who has a technical issue</li> <li>• Posts the customer's question in Chatter to 3M Technical Support for assistance</li> <li>• Question is answered shortly thereafter, and she responds to her customer</li> </ul>



Emma II - 3M Sales Rep

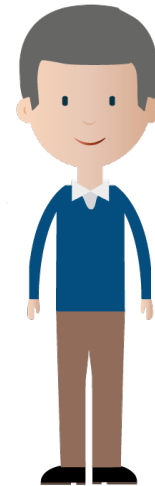


■ 8:00 AM ■ 8:45 AM ■ 10:20 AM ■ 12:20 PM ■ 2:05 PM ■ 4:30 PM

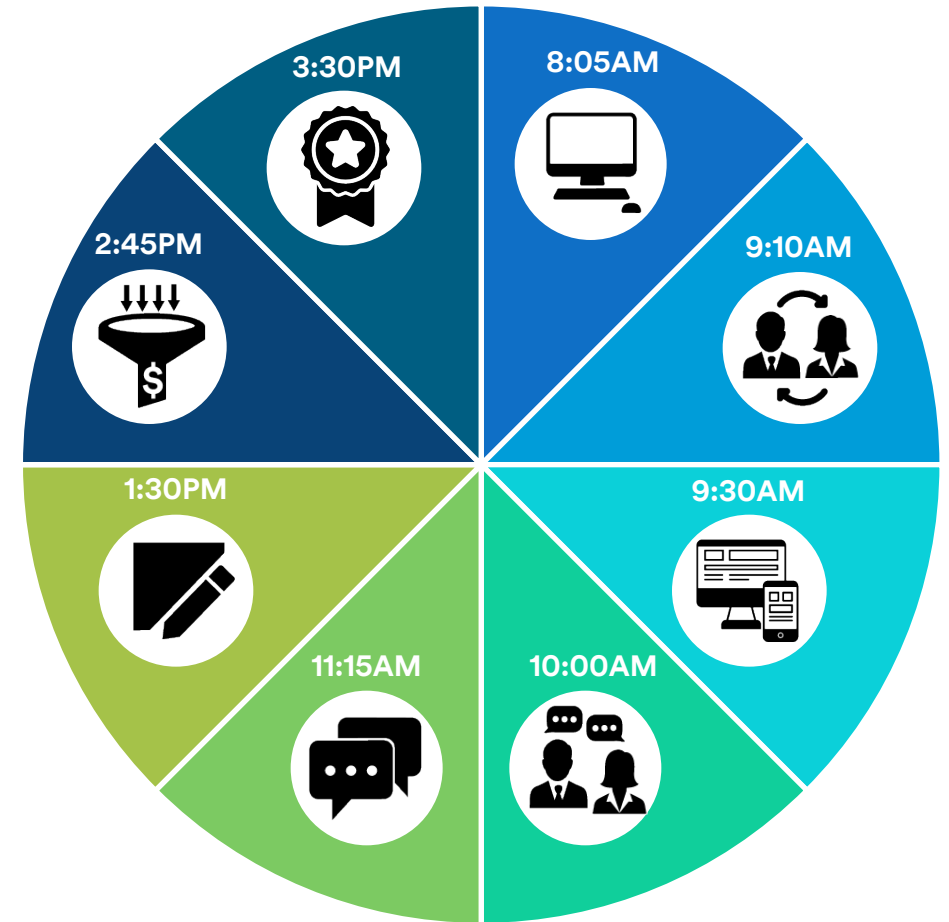
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<p><b>8:05 AM</b></p> <ul style="list-style-type: none"> <li>Reviews his dashboards in preparation for his weekly team meeting later this morning</li> </ul>	<p><b>9:10 AM</b></p> <ul style="list-style-type: none"> <li>Follows key accounts and opportunities</li> <li>Collaborates with his sales reps to prioritize and assign key activities on their account and opportunity records.</li> </ul>	<p><b>9:30 AM</b></p> <ul style="list-style-type: none"> <li>Conducts metrics analysis</li> <li>Details a list of the activities he will participate in order to improve his team's numbers.</li> </ul>	<p><b>10:00 AM</b></p> <ul style="list-style-type: none"> <li>Pulls up Salesforce and inquires about sales reps key accounts and opportunities</li> <li>Reps report on their success stories, competitive situations and lost opportunities</li> </ul>
<p><b>11:15 AM</b></p> <ul style="list-style-type: none"> <li>Reviews their sales plan to get up to speed prior to sales rep ride-along</li> <li>Focuses on early opportunity pipeline development and logs his coaching feedback via his mobile device</li> </ul>	<p><b>1:30 PM</b></p> <ul style="list-style-type: none"> <li>Attends a customer meeting with a different sales rep</li> <li>Records key tasks and events, posts a comment on the customer account record and shares it with his team Chatter group</li> </ul>	<p><b>2:45 PM</b></p> <ul style="list-style-type: none"> <li>Conducts a scheduled coaching call with one of his reps</li> <li>Collectively they review the reps sales plan and pipeline</li> </ul>	<p><b>3:30 PM</b></p> <ul style="list-style-type: none"> <li>Receives a Chatter post about an opportunity won by one of his sales reps</li> <li>Congratulates the rep on a job well done by posting a badge to their profile</li> </ul>



Everson East - 3M Sales Manager



■ 8:05 AM ■ 9:10 AM ■ 9:30 AM ■ 10:00 AM ■ 11:15 AM ■ 1:30 PM ■ 2:45 PM ■ 3:30 PM