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.

> "Our reps save hours each week with Sales Cloud."
>
> **LINDSEY NELSON**
> VP OF SALES PRODUCTIVITY, CAREERBUILDER

Choose the right Sales Cloud edition for your business:

Lightning Essentials	Lightning Professional	**MOST POPULAR** Lightning Enterprise	Lightning Unlimited
Out-of-the-box sales CRM for up to five users	Complete sales CRM for teams of any size	Deeply customizable sales CRM for your business	Unlimited sales CRM power and support
$25 USD PER USER PER MONTH*	**$75** USD PER USER PER MONTH*	**$150** USD PER USER PER MONTH*	**$300** 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.	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.	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.	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.

* Billed annually

Interested in both Sales Cloud and Service Cloud Lightning editions?

See how to get the best of Sales Cloud and Service Cloud together. **LEARN MORE**
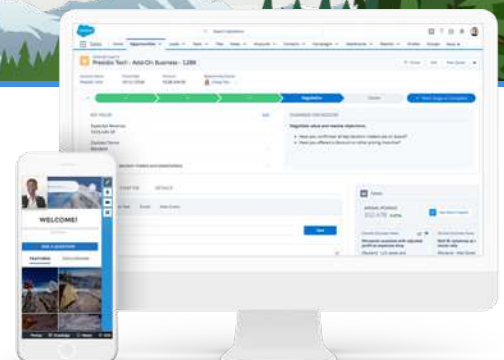
Sales Cloud Lightning Edition Feature List Spring '18

✔ Included in base user license $ Additional fee applies

	Essentials	Professional	Enterprise	Unlimited
Account and contact management	✔	✔	✔	✔
Person Accounts*		✔	✔	✔
Chatter	✔	✔	✔	✔
Files	✔	✔	✔	✔
Salesforce mobile app	✔	✔	✔	✔
Full offline mobile functionality	✔	✔	✔	✔
Email integration with Gmail or Outlook	✔	✔	✔	✔
Google Apps integration		✔	✔	✔
Task management, activity feed	✔	✔	✔	✔
Opportunity management	✔	✔	✔	✔
Sales teams			✔	✔
Calendar all			✔	✔
Customizable sales process	✔	✔	✔	✔
Sales console app		1	✔	✔
Rules-based lead scoring, routing & assignment		✔	✔	✔
Web-to-lead capture	✔	✔	✔	✔
Campaign management		✔	✔	✔
Campaign influence***		3	5	5
Duplicate blocking		✔	✔	✔
Email templates	✔	✔	✔	✔
Mass email**		✔	✔	✔
Case management	✔	✔	✔	✔
Knowledge (read-only)		✔	✔	✔
Knowledge (read-write)			$	$
Customizable reports & dashboards	✔	✔	✔	✔
Analytics snapshots		✔	✔	✔
Advanced reporting			✔	✔
Collaborative forecasting		✔	✔	✔
Opportunity splits**			✔	✔
AppExchange	✔	✔	✔	✔

	Essentials	Professional	Enterprise	Unlimited
Contracts		✔	✔	✔
Orders		✔	✔	✔
Products and price books		✔	✔	✔
Quotes		✔	✔	✔
Roles and permissions		2	✔	✔
Web services API		$	✔	✔
Customizable profiles and page layouts		2	✔	✔
Process Builder		3	✔	✔
Record types (per object)		3	✔	✔
Processes (per org)		5	✔	✔
Workflow and approval automation			✔	✔
Lightning App Builder		✔	✔	✔
Lightning Sync		✔	✔	✔
Online Case Submission (2-Day Response)	✔	✔	✔	✔
24/7 Phone Support		$	$	✔
Developer Support		$	$	✔
Configuration Services		$	$	✔
Trailhead Unlimited Online Training	✔	✔	✔	✔
Partner and Communities			$	$
Pardot B2B Marketing Automation		$	$	$
Salesforce Engage		$	$	$
Salesforce CPQ		$	$	$
Lightning Dialer	$	$	$	$
Accelerators		$	$	✔

Platform features of each edition

	Essentials	Professional	Enterprise	Unlimited
Partial sandbox			1	1
Full sandbox			$	1
Developer Pro sandbox		$	$	5
Developer sandbox		10	25	100
Data storage per user ††	20 MB per user	20 MB per user	20 MB per user	120 MB per user
File storage per user ††	512 MB per user	512 MB per user	2 GB per user	2 GB per user
Unlimited custom applications	✔	✔	✔	✔

Salesforce Inbox

	Essentials	Professional	Enterprise	Unlimited
Salesforce Inbox (with Einstein Activity Capture)	✔	$	$	$
NEW Sales Cloud Einstein includes the following:			$	$
Lead Scoring				
Opportunity Scoring				
Account Insights				
Opportunity Insights				
Activity Capture				
Automated Contacts				
Inbox				
Sales Analytics				

* If Person Accounts are enabled, three record types will be available for Person Accounts in addition to three record types for Business Accounts.

** Only available in Salesforce Classic.

*** Customers with Sales Cloud (Enterprise & Unlimited) & Pardot (Pro or Ultimate) receive 3 out-of-the-box attribution models in addition to those listed.

†† All editions include a minimum of 1 GB of data and 11 GB of storage shared by all users. Additional data storage is available on a per-org basis for each edition.

† Included with Lightning Essentials as a limited-time promotion.

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