

Grow fast with Starter Suite — the most complete CRM starter suite.

Get marketing, sales, service, and commerce tools in a single app.

It's right there in the name – Starter Suite is the best way for companies of all sizes to start fast and grow faster with CRM. Deepen your customer relationships with Starter's simplified solutions for sign-up, onboarding, data import, and unified customer data.



Start fast with a simple, powerful CRM.

Take advantage of simplified sign-up, easy-to-follow onboarding, and ready-to-use tools.



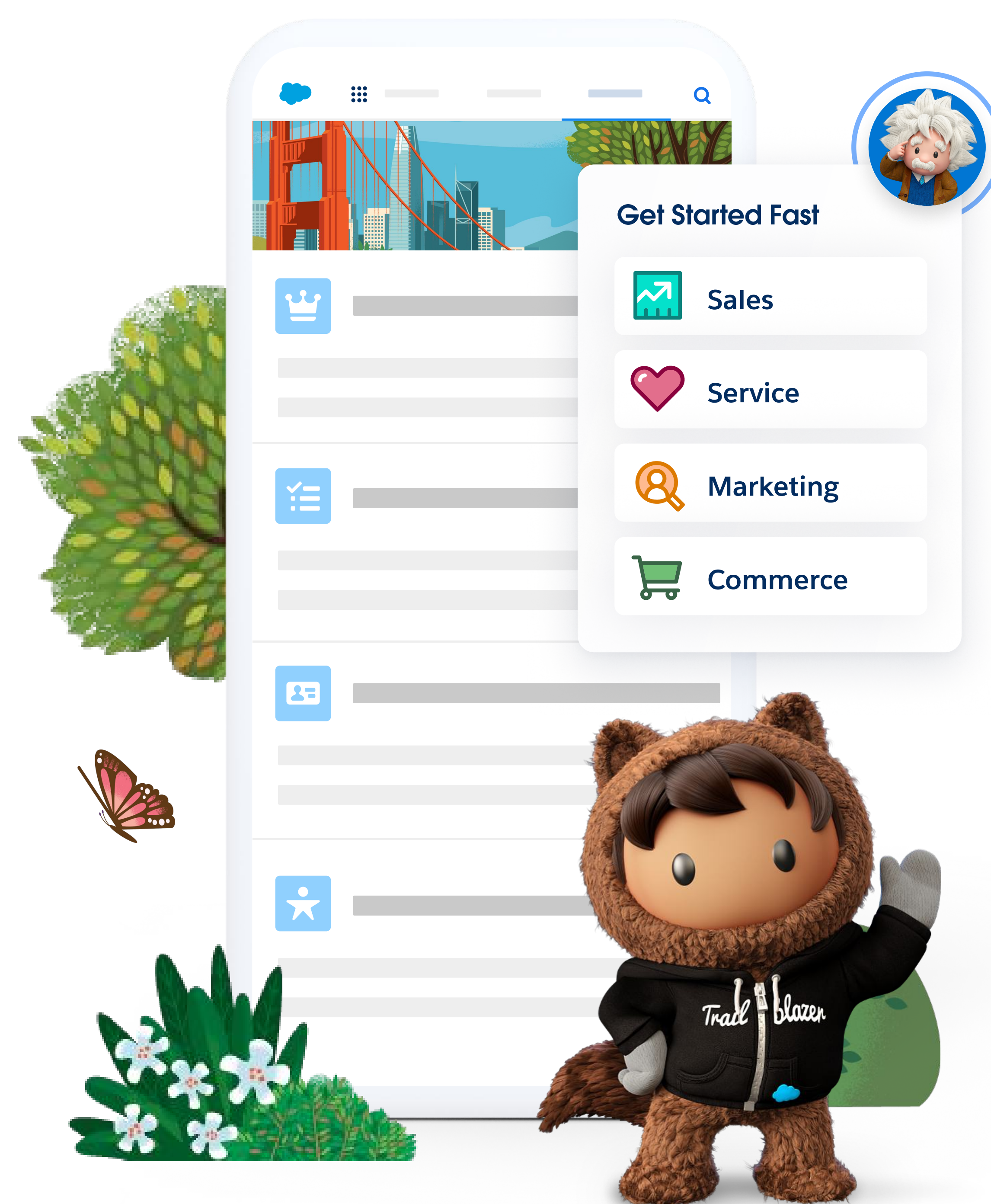
Grow with unified customer data.

View and act on your data to find more leads, win more deals, and keep customers happy.



Gain insights into your business health.

Use dashboards and reports for a full view of your business performance, so you can make data-driven decisions.



See what companies are saying about Starter Suite.

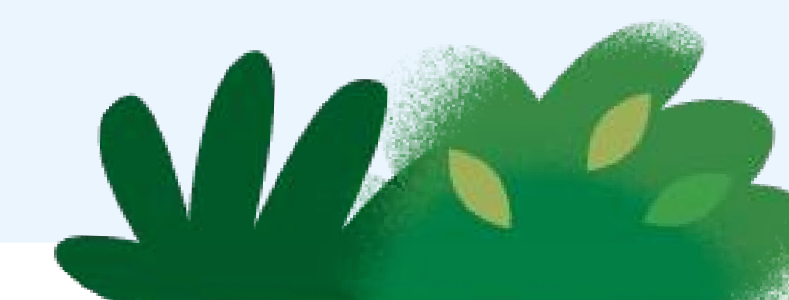
"I've found Starter to be a very easy, quick way to get a system up and running. It gives me the reporting and flexibility I want to run my business effectively."

Adam Ruben
Owner, Snapology of Lehi



"People are thrilled to have a platform they can use to manage the business and see opportunities. After six weeks, everyone with an account was using Starter. Before, they had no one to reach out to for information. Now, it's become their single source of truth."

David Perrett
VP, Direct Mail Technology,
Sandy Alexander



Dive deeper into Starter Suite.

Start fast with simple sign-up and guided onboarding, and grow your business across marketing, sales, service, and commerce.

Key features: Marketing + Sales + Service + Commerce

Marketing

Effective Email Campaigns

Leverage premade templates to quickly build email campaigns, and let Einstein Send Time Optimization help determine the best time to send.

Smart Segmentation

Easily segment leads and customers into business-critical lists for personalized and effective outreach.

Email Builder

Create impactful emails your audience wants to read and use templates to build them faster.

Email Sends and Nurtures

Build effective flows with email content that resonates with your audiences, and better manage the customer journey.

Sales

Homepage

Get a daily digest of your contacts, leads, opportunities, and to-dos in one place.

Easy Email Integration

Connect Starter to your email inbox, and use Einstein Activity Capture to keep your email and calendar in sync.

Out-of-the-Box Sales

Easily manage your pipeline and opportunities with simplified, built-in sales stages.

Default Dashboards and Reporting

Start with a set of intuitive dashboards with key sales reports. Then configure and customize as you'd like.

Commerce

Pay Now*

Streamline payments by offering various payment options and sending secure payment links directly from your CRM.

Service

Connect Email Support

Integrate email as a support channel directly into Starter, so you never miss a customer service request.

Case Management

Manage all the details related to your customer service requests and support them directly from the case.

Knowledge Management

Create and publish knowledge articles to enable your team or customers.

Automate Repetitive Tasks

Use custom email templates and quick text to address common issues with prewritten support solutions.



Learn more about Starter Suite at salesforce.com/starter.

Need an advanced CRM suite? Check out [Pro Suite](#).