



# The Salesforce Performance Gap: Why Smart Companies Get Disappointing Results (And 6 Ways to Fix It)

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Most organizations implement Salesforce with high expectations: better customer insights, streamlined processes and improved collaboration. Yet many find themselves with sophisticated systems that deliver underwhelming results. Smart companies struggle with Salesforce not because the technology fails but because the connection between technology and business strategy breaks down.

## 5 KEY BARRIERS TO SALESFORCE SUCCESS

1. The Partial Implementation Problem
2. The Complexity Freeze
3. The Reactive Cycle
4. The Data Trust Challenge
5. The Adoption Hurdle

## FROM DIAGNOSIS TO SOLUTION: A STRATEGIC FRAMEWORK

Based on insights from over 50 organizations, Coastal and Alvarez & Marsal introduce a practical framework to help businesses turn their Salesforce investment into a true competitive advantage.

1. Strategic Alignment: Setting Direction
2. Technical Foundation: Building for Growth
3. Data Strategy: Building Confidence
4. Change Leadership: Engaging Users
5. Continuous Improvement: Sustaining Value
6. Recovery: Turning Around Struggling Implementations

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### Source

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