Grow faster with Starter Suite — AI assistance for every day work.

Give your small team smarter, faster sales, service, marketing, commerce, and collaboration.

Starter Suite helps small businesses start and grow faster. Strengthen customer relationships and automate sales, service, and marketing with built-in AI.

Quick and easy setup.

Get started quickly with simple set-up and trusted AI that helps you see value from day one.

Everything in one place.

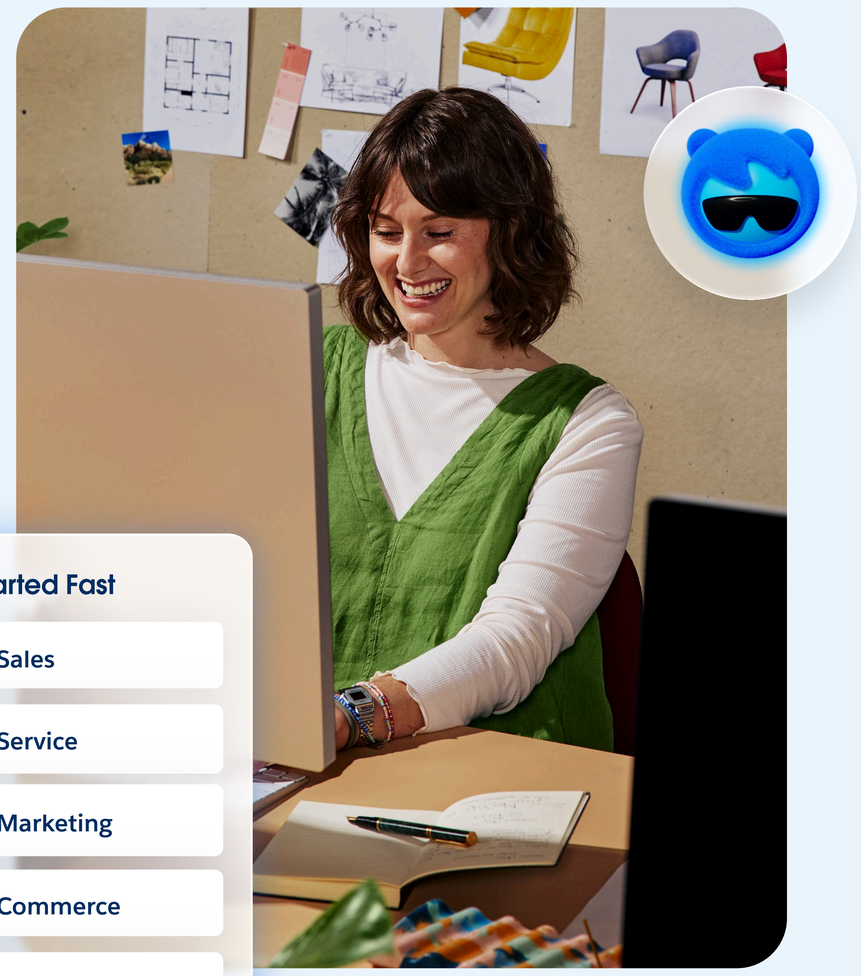
Stay organized by bringing sales, service, marketing, commerce, and Slack together in one place.

Get more done with AI.

Increase productivity with a complete view of your customer and automate processes across your business.

Grow with confidence.

Make informed decisions with dashboards and reports that show your full business performance.



See what companies say about Starter Suite.

"Salesforce has been transformational. Where we once relied on fragmented tools for basic tracking, we now run everything, sales pipelines, investor management, and client engagement, through one streamlined platform."

Kristian Phillips
CEO, Cloudfit

"Moving to Salesforce was a turning point for us. Before, we were constantly scrambling to keep customer histories straight. Now, everything's unified, saving us time and setting us up to scale with a solid foundation."

Daniel Saeli
CEO and Co-Founder,
TireTrack

Dive deeper into Starter Suite.

Grow faster with AI built for small businesses – with everything you need to get started and scale faster.

Sales

Homepage

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

Emails and calendars synced with AI

Get an up-to-date view of your customer as AI automatically logs emails and calendar events, eliminating manual data entry.

Record updates without manual work

Quickly log calls, add notes, summarize meetings, and update Opportunities and Accounts with assistive, built-in AI.

Dashboards and reporting

Use intuitive, pre-set dashboards and sales reports, or configure and customize them to suit your business needs.

Service

Smarter email

Capture every single customer service request by integrating email as a support channel directly in Starter. And help reps stay ahead with AI-drafted service emails.

Up-to-date records without manual work

Quickly log calls, add comments, and update case details with AI assistance.

Faster case resolution

Manage details directly in each case and serve customers better with AI that surfaces key case updates, open issues, and next steps.

Create and share knowledge

Publish a knowledge base where your team quickly finds answers and best practices.

Improve service calls

Tailor your customer service calls with AI insights into Cases, plus transcriptions and summarizations when providing video support.

Automate repetitive tasks

Address common issues with prewritten support solutions with custom email templates and quick text.

Marketing

Run effective email campaigns

Create targeted email content that resonates with your audiences, and let AI determine the best time to send to maximize campaign engagement.

Marketing

Create segmentation filters

Achieve personalized, effective outreach by segmenting leads and customers into business-critical lists.

Landing pages and forms

Quickly create a custom landing page and sign-up form to capture customer interest.

Prebuilt templates

Quickly build email content or design your own branded newsletters, sales emails, and more with simple, premade templates.

Commerce

Storefront builder

Quickly create and launch a branded online storefront with drag-and-drop, low-code design tools.

Merchandising tools and commerce analytics

Manage products, prices, and buyers with built-in guidance and simplified tools. Increase revenue with optimized data-driven insights.

Promotions

Boost sales with premade promotion templates or create your own from scratch.

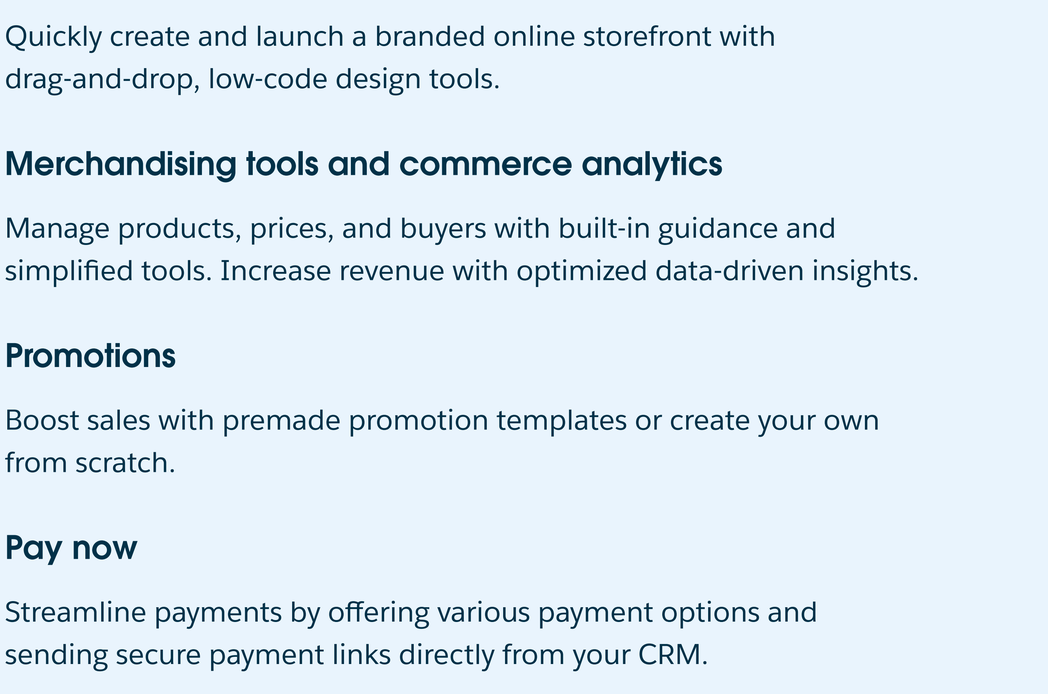
Pay now

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

Slack

Connected Slack conversations

Stay updated and take action without switching tools with a free Slack account in Salesforce. Collaborate with real-time conversations directly within records.



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

Need an advanced CRM suite? Check out Pro Suite.