

Water Cooler Talk: Salesforce.com enables business on the go

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In this week's edition of Water Cooler Talk, Allie Lopato, director of estate jewelry at Samuelson's Diamonds & Estate Buyers, recommends Salesforce.com.

As a jewelry buyer who manages an appointment-only business model that generates leads from the public, the simplicity of [Salesforce.com](#), a mobile, cloud-based software works well for my lifestyle. Being able to work out-of-pocket, whether at home or on the road to balance incoming leads and appointments for our offices at Quarry Lake and in [Chevy Chase](#) enables me to effectively and efficiently capture the information I need at a glance.

[Marc Benioff's](#) multi-billion-dollar CRM platform allows me to book qualified appointments, manage purchases and sales, communicate with clients, run financial reports and so much more. Not only does this online platform act as a tool to simplify and organize my daily tasks from my iPhone, this seamless performance management technology tracks real-time appointments allowing me to not miss a beat.

Water Cooler Talk is a weekly feature highlighting the items and activities influencing the lives and careers of BBJ readers. To submit a review, visit [this link](#) or email BBJ Associate Editor [Jessica Iannetta](#) at jiannetta@bizjournals.com.



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Salesforce.com can help busy professionals manage appointments and sales on the go right from their phone.