

SALESFORCE APPEXCHANGE APP

LIFECYCLE

A Deeper Dive by Martek Ventures

PLAN

Identifying your business opportunity, success metrics, total addressable market, Salesforce maturity, go to market strategy and more.

BUILD

Setting up the development and testing instances. Then, developing the app functionality through clicks and code. Building out any integrations needed as well.

DISTRIBUTE

Packaging the App for mass adoption, Preparing and Passing Security Review.

MARKET

Getting listed on AppExchange, creating/executing/refining your marketing plan, sales plan & Salesforce alliance plan.

SELL

Compelling demos, Salesforce aligned efforts, one pager, create pipeline...drive leads to closed won happy customers

SUPPORT

Not only supporting the customer and any bugs but ensuring the backlog is groomed and development is happening in accordance to business priority

Martek Ventures is a Salesforce AppExchange Development Partner. We focus on Customer Success through prioritizing business impact and providing iterative, planned and programmatic disproportionate value.

Let's chat! sales@martekventures.com