

## **ABSTRACT**

*The Covid-19 pandemic has resulted in a decline in sales due to the limitations of business actors in marketing their products directly. These limitations result in a decrease in revenue turnover, so a solution needs to be found immediately. One of the Business, Micro, Small, Medium (MSMEs) that experienced a decline in sales due to the impact of Covid 19 was PT. Garsel, which is a company engaged in production. One of the problems in the business process of PT. Garsel is a door-to- door marketing that is not carried out optimally, resulting in customer expectations and decreased sales. At this time, PT. Garsel has a customer data recording system that still uses an unintegrated recording system. One of the efforts to overcome the decline in sales, it is necessary to maximize the sales cycle, productivity, and create better relationships with customers, to increase the effectiveness of new product advertising by using customer information in the Salesforce modul Sales Cloud module, which will make it easier for MSMEs to market products to the public so that they can to get more leads, accounts, and sales opportunities through campaigns. Campaigns can build relationships with customers and generate leads or sales. Integration between objects is done to avoid unnecessary duplication of data. This study applies a CRM Customization System on the object of Campaigns, Leads, Accounts, and Contacts Management Using Salesforce modul Sales Cloud Module at PT. Garsel uses the Salesforce CRM Implementation method, which consists of the planning, design, build, validation stages and uses stress testing and cross browser testing.*

**Keyword:** UMKM, Sales Cloud, Salesforce, Salesforce CRM Implementation