

Nutshell vs. Salesforce

What you'll spend in the first year

	Nutshell 🍷	salesforce
Annual license cost for a 10-person team	\$4,200 (\$35 per user per month for Nutshell Pro)	\$18,000 (\$150 per user per month for Salesforce Lightning Enterprise)
Implementation costs	\$0	Minimum of \$20,000 for basic technical development and training ¹
Full-time admin salary	\$0	\$104,071 (median cost for a U.S.-based Salesforce admin ²)
Live phone and chat support	\$0	\$3,600 for the Salesforce Premier Success package (i.e., 20% of your license cost ³)
Fully functional mobile app	\$0	\$6,000 (\$50 per user per month ⁴)
Knowledge base access	\$0	\$6,000 (\$50 per user per month ⁴)
Data storage	unlimited	\$3,000 (\$250/month for an additional gigabyte of storage ⁵)
One-click dialing and call recording	free in Nutshell Pro	Approximately \$6,000 (Third-party app required; \$50 per user per month for Fastcall Sales+ Edition ⁶)

Total

Nutshell: \$4,200

Salesforce: \$166,671 😞😓😭

SOURCES:

- 1 BiggerBoatConsulting.com
- 2 Mason Frank International
- 3 ContactMonkey.com
- 4 TurnkeyTec.com
- 5 Data2CRM.com
- 6 Fastcall.com