

The Account Executive's Guide Understanding Heroku

Unlocking Heroku's Potential
To Boost Your ACV

reinteractive
CONFIDENT SOFTWARE

 **HEROKU**
from  Salesforce



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Introduction

Hey, Salesforce Account Executives, We need to discuss Heroku.

We know you're hustling every day to close deals, keep clients happy, and hit those sales KPIs. You're navigating tight deadlines, juggling customer expectations, and trying to stay on top of an ever-growing list of Salesforce products and services. It's a lot.



But what if there was a way to simplify things? A way to stand out to your customers without having to master yet another complex product on your own? That's where Heroku comes in—a far too often overlooked gem in the Salesforce ecosystem that can help you overcome challenges for your customers and smash your goals.

Heroku offers scalable, flexible app development solutions that your customers will love. It bridges the gap between Salesforce's CRM capabilities and the need for custom applications. The best part? You don't have to become a Heroku expert overnight—that's what **re**interactive (and this guide!) are here for.

reinteractive is a software consultancy specialising in Ruby on Rails, which values Heroku for its developer-friendly approach and seamless integration with Salesforce. **re**interactive appreciates Heroku's focus on simplicity, rapid development, and scalability, making it an ideal platform for building and deploying web applications.

Our goal for this guide is to share why we love Heroku and how, together, we can boost the value of your contracts and empower your customers to succeed without taking too much time out of your already-loaded work schedule!

What Is Heroku and Why Should You Care?

The elevator pitch for Heroku

Heroku is a cloud platform that makes it super easy for your customers to build, deploy, and scale custom apps without worrying about the messy backend stuff. It is the shortcut to delivering tailor-made solutions that integrate seamlessly with Salesforce.

It supports multiple programming languages, offers a ton of add-ons, and handles all the infrastructure-heavy lifting. In short, Heroku lets your clients focus on what matters—creating apps that drive their business forward.

What we love about Heroku

Developer Experience

Heroku prioritises a smooth developer experience, streamlining the process of building and deploying applications.

Salesforce Integration

Heroku's deep integration with Salesforce enables the creation of customer-centric applications that leverage Salesforce data.

Scalability and Reliability

Heroku handles growing app demands without compromising performance, empowering developers to build robust, scalable, and customer-focused apps.

What YOU will love about Heroku

Recurring Revenue Model

Heroku's subscription-based pricing ensures predictable revenue streams, and add-ons like Postgres and Redis offer upselling opportunities and boost ACV.

Target Customer Segments

Heroku's ease of use appeals to startups and SMEs that value quick app deployment.

Additionally, larger organizations love Heroku for agile development and scalability.

Customisable Add-ons

Heroku Marketplace offers third-party integrations that enhance customer value. This encourages clients to adopt these integrations, which will increase contract size.

Unlocking Opportunities: How Heroku Meets Your Customers' Needs

To help you see how Heroku can be a game-changer for your customers—and growing your ACV—here are the top 10 common use cases experienced by customers that Heroku can deliver. Each one is an opportunity for you to offer solutions that not only meet specific client needs but also enhance your value proposition.

Enhancing Customer Interaction Through Web and Mobile Applications

Build responsive, captivating applications that merge smoothly with Salesforce data, significantly enhancing customer engagement and satisfaction.

Custom Applications for Unique Business Needs

Develop custom applications on Heroku to incorporate features beyond the standard Salesforce offerings, precisely tailored to your business requirements.

Driving Quick Decisions with Real-time Data Processing

Utilize Heroku for instant data streaming and analysis, allowing for rapid, informed business decisions that keep you ahead in the market.

Optimizing Operations with IoT Data Integration

Use Heroku's scalable environment to effectively manage data from IoT devices, integrated with Salesforce for smarter operational insights.

Managing High Traffic with Reliable Transaction Processing

Ensure your applications maintain peak performance during high-volume periods, securing continuous customer trust and satisfaction.

Ensuring Compliance and Optimizing Performance with Data Archiving

Offload and archive historical data on Heroku to reduce storage costs, enhance Salesforce efficiency, and comply with regulations.

Accelerating Marketing with Campaign-Focused Microsites

Rapidly deploy marketing microsites and landing pages using Heroku, integrated with Salesforce to track leads effectively and enhance conversion rates.

Seamless Integration with External Services

Easily connect your applications with external APIs and services through Heroku, enriching functionality and simplifying data management.

Accelerating Innovation with Rapid Prototyping

Leverage Heroku's capabilities to quickly develop prototypes or MVPs, reducing time-to-market and enabling faster innovation cycles.

Scaling Mobile Applications Effectively

Support your growing mobile app user base with a robust, scalable backend on Heroku, ensuring smooth and consistent user experiences.

Why These Use Cases Matter to You

Understanding these use cases helps you:

Identify Client Needs

Spot opportunities where Heroku solves specific challenges.

Enhance Sales Conversations

Use concrete examples to illustrate value.

Close Deals Faster

Offer tailored solutions that set you apart.

Drive Customer Success

Help clients achieve goals, leading to lasting partnerships.

By presenting Heroku in the context of these real-world applications, you position yourself as a knowledgeable advisor, making it more likely you'll exceed your sales targets and build strong client relationships.

Pitch Like a Pro: How to Position Heroku to Prospects and Clients

Now that you're familiar with what Heroku is and how it benefits your customers, it's time to bring it all together in a compelling sales pitch.

This chapter will guide you through best practices to position Heroku effectively to your prospects and clients. We'll help you speak their language, address their needs, and showcase how Heroku can be the game-changing solution they're looking for.

Key Heroku Selling Points

Seamless Salesforce Integration

Highlight

Heroku integrates effortlessly with Salesforce via Heroku Connect, enabling real-time data synchronisation between custom apps and the CRM.

Talking Point

"Heroku allows you to extend Salesforce by building custom apps that sync data in real-time, providing a unified customer experience across all platforms."

Accelerated Innovation

Highlight

Heroku empowers rapid development and deployment of applications, reducing time-to-market.

Talking Point

"With Heroku, you can launch new services quickly, staying ahead of market trends and outpacing competitors."

Key Heroku Selling Points

Scalability and Reliability

Highlight

Heroku automatically scales applications to handle increased loads without manual intervention.

Talking Point

“Heroku ensures your apps perform flawlessly, even during peak demand, so you can focus on growth without worrying about infrastructure.”

Flexibility with Multi-Language Support

Highlight

It supports various programming languages, such as Ruby, Node.js, Python, Java, and more.

Talking Point

“Heroku lets your development team use the best tools for the job, leveraging existing expertise and resources.”

Rich Ecosystem of Add-Ons

Highlight

Access to a marketplace of add-ons for databases, analytics, monitoring, and more.

Talking Point

“Enhance your apps with a wide range of add-ons, enabling new functionalities without the hassle of complex integrations.”

Positioning Strategies

For Growth-Focused Clients	Limited Development Resources	Need for Custom Solutions
Emphasise how Heroku enables rapid scaling to support business expansion.	Position Heroku as a platform that amplifies your existing development team’s productivity, allowing them to deliver more without additional resources.	Highlight how Heroku enables the rapid creation of tailor-made applications that seamlessly integrate with Salesforce, filling gaps in functionality to meet unique business
Example “As you plan to enter new markets, Heroku ensures your applications can scale seamlessly to meet increased demand.”	Example “Heroku’s ease of use reduces the burden on your development team, allowing them to deliver more with less.”	Example “Heroku empowers you to build tailor-made applications that fill gaps in your current systems.”

Most Common Objections

“We lack expertise in app development.”	“We’re concerned about data security.”	“We have budget constraints.”
Response “Heroku simplifies the development process, and our team can provide the necessary support to get you started.”	Response “Heroku adheres to strict security protocols and integrates with Salesforce’s trusted security framework, ensuring your data is protected.”	Response “Heroku’s pay-as-you-go model means you only pay for what you use, providing cost-effective scalability.”

By integrating Heroku into your sales conversations, you’re not just offering another product; you’re providing a strategic solution that can transform your clients’ businesses. Use the points above to highlight Heroku’s unique value, address concerns confidently, and, whenever possible, showcase real-world successes. This focused approach will help you close deals more effectively and strengthen client relationships.

Why work with reinteractive?

Together Let's Make Selling Heroku Your Secret Weapon

reinteractive has established itself as a leader in deploying and managing

Heroku-based applications across industries and organisations of all shapes and sizes. With nearly two decades of hands-on experience, our expertise in setting up, debugging, and optimizing Heroku solutions is unmatched, both locally and globally. We even wrote the book on it - check that out [here](#).

Choosing reinteractive means partnering with a team that's as committed to your success as you are. We'll handle the tech stuff so you can focus on what you do best—closing deals and making your customers happy.

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Decades of Experience

We've been in the Heroku game longer than most, so we've seen it all and solved it all. Check out some of our Heroku case studies [here](#).

Cost-Effective Scaling

We'll optimise your clients' Heroku setups to scale smoothly without blowing their budgets.

Security & Efficiency

We're experts at securing data syncs between Salesforce and web apps using Heroku Connect.

24/7 Support

Our team is on call around the clock to keep your clients' apps running flawlessly.

Heroku Connect Specialists

We make complex data integrations a breeze, ensuring everything works seamlessly.

Transparent Pricing Help

We'll demystify Heroku's pricing models and tailor solutions to fit your client's needs.

Book a meeting with me

Now that we have been introduced, the next step is to book a time with me to discuss how **re**interactive can help you crush your sales goals.



Scan the URL code
and book your
preferred time slot!

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Errol Schmidt CEO

 +61 481-065-451

 errol@reinteractive.com

 reinteractive.com