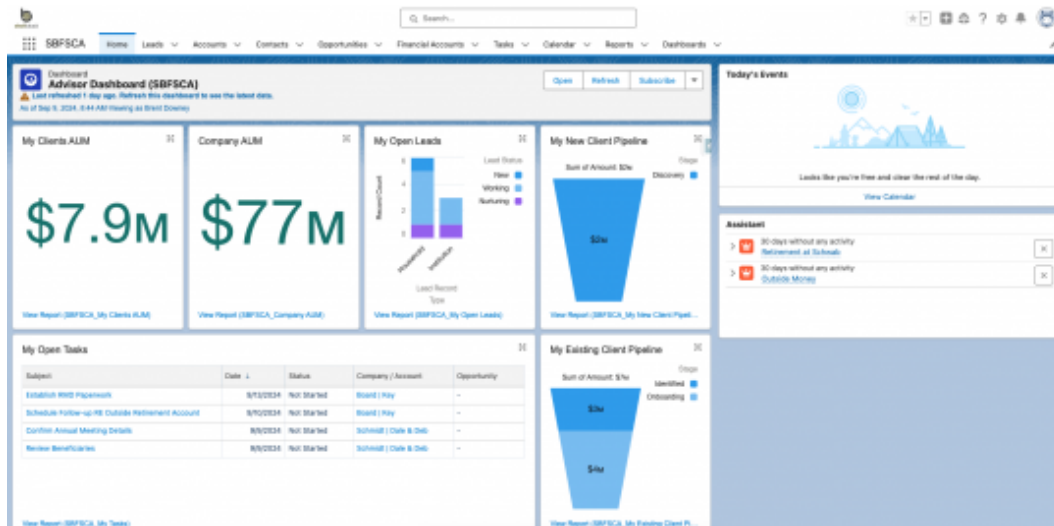




## Dreamforce 2024 to Mark the Release of ShellBlack's Latest Cost-Effective Accelerator for Salesforce Financial Services Cloud



*FSC Implementation Accelerator is Tailored for Wealth Firms and RIAs*

**SAN FRANCISCO - Sept. 17, 2024 - [PRLog](#)** -- ShellBlack, a leading Salesforce consulting firm in Financial Services, has chosen Dreamforce 2024 as the launch venue for its latest Salesforce accelerator to help wealth advisors put Financial Services Cloud (FSC) implementations on the fast track. Dreamforce will take place this year in San Francisco, Sept. 17–19.

ShellBlack's FSC Implementation Accelerator is based on years of in-depth consulting experience with more than 400 wealth firms, including 40% of Barron's Top 20 RIAs. It joins a robust portfolio of ShellBlack Accelerators created specifically for wealth firms and registered investment advisors (RIAs).

Key features of the FSC Implementation Accelerator include:

- User-friendly interface and tools shaped by best practices, with expert configuration to drive efficiency and insight.
- Built-in sales processes and lead conversion flows to support a seamless client experience.
- Analytics for advisors, including a starter set of reports and a dashboard to track the KPIs that matter.
- Faster deployment to support a faster return on investment (ROI).

"We are excited to provide wealth firms with an accelerator that will allow them to get started using Salesforce in weeks, not months," said Shell Black, founder and president of ShellBlack. "Our FSC Implementation Accelerator will be a game changer for firms who don't have the resources for a long, in-depth implementation. It is based on industry best practices that we have gleaned from our hundreds of implementations. Our accelerators save firms time and money — and Dreamforce is the perfect spot to showcase its potential to help wealth firms and RIAs transform their business."

Designed by ShellBlack's team of certified Salesforce experts, the FSC Implementation Accelerator is the

latest addition to the firm's suite of solutions targeted to RIAs looking to drive efficiency and growth. Built specifically for Salesforce FSC, these tools empower financial advisors and back office staff with tailored capabilities to meet the unique demands of the wealth management industry.

For more information about ShellBlack Accelerators, visit [ShellBlack.com/accelerators](https://shellblack.com/accelerators) or contact them directly at [info@shellblack.com](mailto:info@shellblack.com).

### **About ShellBlack:**

Wealth clients have complex challenges, and ShellBlack delivers targeted Salesforce solutions to simplify those challenges. ShellBlack is a Salesforce partner with certified consultants who are experts in the implementation and configuration of Salesforce. ShellBlack provides customized solutions to streamline the way you market your brand, sell your products and services, and support your customers. No wonder 40% of Barron's Top 20 firms trust ShellBlack to help them earn customer loyalty and drive organizational growth.

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