

QRG MASSEY.1 - “MASSEY-ISMS” IN A SALESFORCE WORLD

As we embark on our journey with Salesforce, it's natural to encounter a new linguistic landscape. While Massey Services has established its own unique vocabulary, known affectionately as “Massey-isms,” certain terms may differ from the terminology used within the Salesforce platform.

By understanding both “Massey-isms” and Salesforce terminology, we'll strengthen our teamwork and unlock the full potential of Salesforce for continued success.

Massey-ism	Salesforce Term
Account	Account
Address	Location
Agreement	Quote Proposal
Discount	Credit Note
Inquiry	Lead
Lead	Opportunity
Linked Document	File
Payment	Payment
Production Stop	Work Order
Proposal	Quote
Route	Vehicle
Signed Proposal	Order
Technician/Specialist	Service Resource