
Salesforce Accounts/Organizations vs. Contacts

What is the difference?

1 Overview

In short accounts/organizations are the company or office, and contacts are the people associated with that account. Accounts and contacts are related to many other standard objects which makes them one of the most important objects in Salesforce.

The screenshot displays the Salesforce interface for an organization named 'Extension IT'. At the top, there are navigation tabs for 'Contacts', 'Leads', 'Mail Groups', and 'Reports'. Below the navigation, the organization name 'Extension IT' is highlighted with a box, and a line connects it to a box labeled 'Organization'. The main content area is divided into several sections:

- Organization Detail:** Includes fields for Organization Owner (Greg Lindberg), Organization Name (Extension IT), Parent Organization, Contact, Total Contacts, and Description. Action buttons for Edit, Delete, Sharing, and Contact Count are present.
- Address Information:** Includes fields for Mailing Address and Shipping Address.
- Custom Links:** Includes a link to Google Maps and a box labeled 'Contacts' which is connected to the 'Contacts' section below.
- Contacts Section:** Features a 'Contacts' header with a box, and action buttons for New Contact and Merge Contacts.
- Contacts Table:** A table listing individual contacts with columns for Action, Contact Name, Title, Email, Phone, and Last Modified Date.

Action	Contact Name	Title	Email	Phone	Last Modified Date
Edit Del	Aaron Bailey	Application Developer	baile185@purdue.edu	(765) 242-0696	4/10/2018
Edit Del	Adam Lawson		lawson@purdue.edu		2/12/2018
Edit Del	Brian Fordyce		bfordyce@purdue.edu		4/13/2018
Edit Del	Carly Turow		cturow@purdue.edu	(317) 275-6821	2/12/2018
Edit Del	Eddy Zhuo		eddyzhuo@purdue.edu		2/12/2018
Edit Del	John Gipson		gipsonj@purdue.edu	(765) 494-5296	2/12/2018
Edit Del	Lori Sparger		lsparger@purdue.edu	(765) 494-9314	2/12/2018
Edit Del	Mat Tramski		mtramski@purdue.edu	(765) 494-1049	2/12/2018

2 More Info

In Salesforce the companies you've sold to are accounts/organizations. In Purdue Extension's instance we refer to our individual counties as "organizations." When you open an organization you see the info collected on the company as a list of records related to it such as the people who work there and uploaded documents. The people who work for your accounts are contacts. Like an account record, a contact record can have its own related lists of information

For more information on accounts and contacts feel free to visit:

<https://extension.purdue.edu/skillcenter/salesforce-training>