Salesforce Sales Cloud vs. Monaco: Feature Comparison

Prepared November 2026. Monaco details come from its website, a SaaStr interview with its CEO, its public developer docs and third-party reviews (see Sources). Items still marked "not published" could not be found. Confirm them with each vendor before buying.

Feature	Salesforce Sales Cloud	SF score	Monaco	Monaco score
Core purpose	General-purpose CRM for sales teams	4	AI-run B2B outbound and pipeline management	4
Lead and account data	Customer supplies or imports data; enrichment through add-ons	3	Builds and scores a target market, keeps contacts enriched	5
Outbound email and LinkedIn	Manual, or through Sales Engagement and other tools	3	Agents run sequences, adapt messages, and handle follow-ups	5
Signals and prioritization	Available through add-ons and configuration	3	Overlays custom and inbound signals on accounts	4
Pipeline updates	Mostly user-entered, with configurable automation and AI features	3	Agents create and update opportunities, summarize meetings, flag risks	4
Custom objects and workflows	Extensive: custom objects, flows, approvals	5	Custom fields on contacts, accounts and opportunities; automation through agents and sequences. Custom objects not published	2

Feature	Salesforce Sales Cloud	SF score	Monaco	Monaco score
Reporting and dashboards	Mature reports and dashboards	5	Natural-language analytics assistant and a live agent-activity view. Custom dashboard depth not published	3
Roles and permissions	Strong: roles, profiles, sharing rules	5	Access follows each user's existing Monaco permissions, including through the API and MCP. Role model detail not published	3
API and integrations	Broad APIs, AppExchange, hosted MCP servers for AI assistants	5	Public REST API with self-serve keys (beta; webhooks and SDKs not yet available), plus a hosted MCP server for Claude, ChatGPT and other AI clients. No published directory of native integrations	3
Team collaboration	Slack integration and Chatter	4	Shared pipeline and deal tracking, built-in meeting recorder with AI summaries and transcripts. Slack integration not published	3
Setup and support	Partner or in-house admin; heavy customization common	3	Includes strategy help and a forward-deployed account executive	4

Feature	Salesforce Sales Cloud	SF score	Monaco	Monaco score
Maturity and ecosystem	Established, large partner and developer ecosystem	5	Newer, AI-native architecture	2
Best suited for	Teams that need flexibility, governance, and integrations	not scored	Teams that want AI to do prospecting and pipeline upkeep	not scored
Total (out of 60)		**48**		**42**
Verdict for SMB	**Pick Salesforce Sales Cloud.** It scores higher overall, and for a small business its integrations, permissions, reporting and track record lower the risk of outgrowing the tool or being stuck with gaps.		**Choose Monaco instead** only if finding and contacting prospects is your main bottleneck and nobody on the team can do it. Its API is still in beta and its integration list isn't published.	

Scoring: 1 to 5 for how well each tool delivers the feature, based on the sources below and my judgment. 3 means adequate. "Best suited for" is descriptive and not scored. Scores are not weighted for any one business, so check the rows that matter most to you.

Sources

- Monaco MCP overview: permissions, supported AI clients, OAuth
- Monaco agent plugins (GitHub): tools, analytics assistant, 100 requests per minute rate limit
- Monaco API report card (Supergood): public API, API keys, beta status, webhooks and SDKs pending
- Monaco CRM review (folk): no published integration directory
- Monaco block docs (Sim): custom fields, tasks, tags
- Monaco pricing page and SaaStr podcast episode: product description