LEARN WELL TECHNOCRAFT

SALESFORCE CRM SYLLABUS

11th year of Accomplishments

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ACHIEVEMENTS FROM TRAINING

- CANDIDATE WILL BE ABLE TO SHOW 2-3 YEARS EXPERIENCE AFTER TRAINING.
- REAL TIME SCENARIOS, CASE STUDIES, PROJECTS INCLUDED.
- REAL TIME DATA PROVIDED FOR PRACTICE.
- SOFTWARE WILL BE INSTALLED ON CANDIDATES MACHINE.
- INDIVIDUAL 1 ON 1 DISCUSSIONS FOR RESUME MODIFICATIONS.
- LEARN FROM INDUSTRY EXPERTS.
- GLOBAL CERTIFICATION PREPARATION.
- APPEAR FOR GLOBAL CERTIFICATION AT LEARN WELL TECHNOCRAFT ITSELF.
- GET DISCOUNTED CERTIFICATION VOUCHERS.
- AUTHORIZED GLOBAL CERTIFICATION CENTER FOR PEARSON, PSI, KRYTERION.

Salesforce Syllabus

CRM Overview

- Introduction to CRM.
- Why CRM?
- Compare Salesforce CRM with other CRM's

Introduction to Cloud Computing & Salesforce.com

- Cloud Computing - Overview
- What is Software-as-a-Service (SaaS)?
- What is Platform-as-a-Service (PaaS)?
- What is Salesforce.com?
- Salesforce.com CRM Editions
- Salesforce.com Navigation - Overview

Sales Cloud – Terminology

- Campaigns
- Leads
- Accounts
- Contacts
- Opportunities
- Forecast
- Contracts
- Cases
- Solutions
- Products
- Chatter

Salesforce Cloud Platform

- Force.com Platform

Salesforce Application elements

- Home Page
- Tabs
- Tab Home Pages
- Detail Page
- Side Bar
- Apps
- Record

Personal Setup

- Managing Personal Information
- Password Reset
- User Management Overview
- Roles
- Users
- Profiles
- Sharing

Salesforce Building Blocks

- Standard Objects
- Create custom Objects
- Create custom Fields
- Create custom Tabs
- Define dependent Pick lists
- Customize page layouts
- Custom Application

Working with Standard Objects

- Campaigns
- Leads
- Accounts
- Contacts
- Opportunities
- Product

Relationship Types

- Master-detail Relationship
- Look-up Relationship
- Many-to-Many Relationship

Create and managing the Roll-up summary fields
Data Validation rules

- Create data validation rule
- Learn about custom field unique and duplicate properties

Customize formula-fields

Workflow rules

- Define workflow
- Create Email template
- Set up workflow rules
- Set up workflow actions

Workflow Approval process

- Plan approvals using workflow
- Use the approval wizard – standard vs. jump start
- Create workflow approvals

Analytics – Reports & Dashboards

- Report Overview
- Create custom reports
- Using filters
- Using conditional highlighting
- Custom summary formulas
- Working with dashboards

Data Management

- Importing Overview
- Exporting Overview
- Import custom object records using the Data Loader
- Use mass delete
- Use storage

User Management

- Creating Users
- Creating Profiles
- Creating Roles
- Creating Groups

Security

- Managing the Users
- Set Organization Wide Defaults (OWD)
- Object-level Security
- Field-level Security
- Record-level Security

Record types

- What is Record type?
- How to create Record type?
- Managing Record types

Sharing Rules

- Define Sharing rules
- Discuss about types of sharing rules

Monitoring Organization Data

- Debug logs and Email Logs
- Login History
- View Setup Audit Trail
- Outbound messages
- Schedule Jobs
- Apex Jobs
- Bulk Data Load Jobs

AppExchange

- How to install an AppExchange application

Development Track

- Introduction to oops concepts
- Apex Development Building Blocks

  - Apex Trigger
  - Apex Classes
  - Visual force Pages
  - Developer console
  - SOQL
  - SOSL
  - Developer Console
  - Debugging
  - System Log

- Apex Triggers

  - Trigger Events

- Design Pattern and Best Practice
  - Bulk Trigger
  - Order of Execution

- Apex Programming

  - Introduction to Apex
  - Language Constructs
  - Classes, Objects, and Interfaces
  - Dynamic Apex
  - Batch Apex
  - SOQL & SOSL
  - Email API
  - Debugging
  - Writing Apex Classes as Web Services
  - Invoking Callouts Using Apex
  - Deploying Apex

- Apex Test Classes
- Visual force Development

  - Introduction to Visual force
  - Standard Controllers
  - Standard List Controllers
  - Controllers and Controller Extensions
  - Overriding Buttons, Links, and Tabs with Visual force
  - Components
  - Dynamic Visual force Bindings & Components
  - Integrating Email with Visual force

- Integration

  - Consuming WSDL from a third party (Example: Docusign)

- Developer Console
- Best Practices
- Governor Limits
- Case Studies on real cloud.

Testing various components of Salesforce

Also Available

- Internships - Paid / Free
- Internship certifications on successful completion
- Final year College Projects on Latest Skills
- Special Project batches
- College Seminars