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Classroom

| Corporate

| Online

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

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Salesforce Syllabus

- 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

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- 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

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- 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

Salesforce Syllabus

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

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- 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