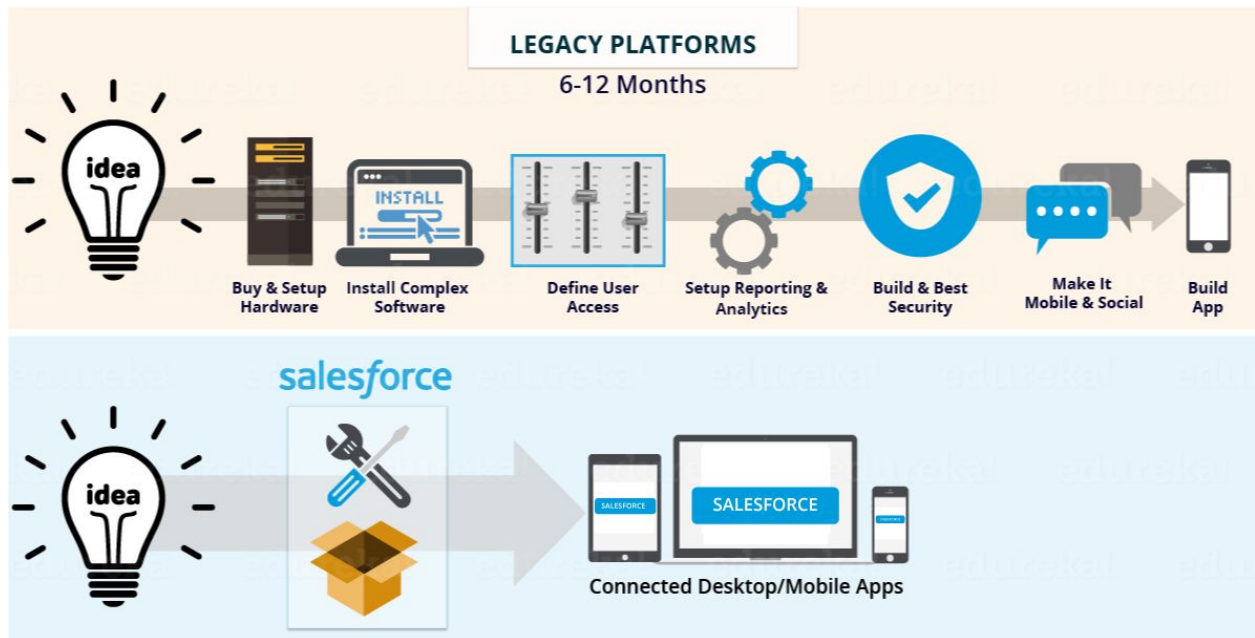


About Course:

Growing a business is not easy. It requires boosting sales but it is not merely selling the product or service to existing and prospective customers. A business is successful only if it has a systematic and efficient way of gathering leads so that they can be converted to sales and ultimately loyal customers. After so much research and analysis on the various customer relationship management software, Salesforce is recommended as the best CRM software for businesses as it offers everything needed to make it faster and easier to close sales for a business. Here are some convincing reasons as to why it is the best CRM software in the market.



SalseForce Training in Hyderabad:

Kosmik Provides [SalseForce Training in Hyderabad](http://KosmikTechnologies.com/sales-force-training-in-hyderabad/). We are providing lab facilities with complete real time training. Training is based on complete advanced concepts. So that you can get easily "hands on experience". We will give 100% job assistance.

Salesforce Course Content

Salesforce Administration Overview

CRM Overview

- Introduction to CRM?

For more info visit: <http://kosmiktechnologies.com/sales-force-training-in-hyderabad/>

- **Why CRM?**

Salesforce started as Software as a Service (SaaS) CRM company. Salesforce now provides various software solutions and a platform for users and developers to develop and distribute custom software. Salesforce.com is based on multi-tenant architecture. This means that multiple customers share common technology and all run on the latest release. You don't have to worry about the application or infrastructure upgrades – they happen automatically. This helps your organization focus on innovation rather than managing technology

Introduction to Cloud Computing & Salesforce.com

- **Cloud Computing – Overview:** The popular trend in today's technology driven world is 'Cloud Computing'. Cloud computing can be referred to as the storing and accessing of data over the internet rather than your computer's hard drive. This means you don't access the data from either your computer's hard drive or over a dedicated computer network (home or office network). Cloud computing means data is stored at a remote place and is synchronized with other web information.
- **What is Software-as-a-Service (SaaS)?** Software as a service (SaaS) is a software distribution model in which a third-party provider hosts applications and makes them available to customers over the Internet. SaaS is one of three main categories of cloud computing, alongside infrastructure as a service (IaaS) and platform as a service (PaaS).
- **Explain Platform-as-a-Service (PaaS)?** Platform as a Service (PaaS) or application platform as a Service (aPaaS) is a category of cloud computing services that provides a platform allowing customers to develop, run, and manage applications without the complexity of building and maintaining the infrastructure typically associated with developing and launching an app.
- **What is Infrastructure-as-a-Service (IaaS)?** Infrastructure as a service (IaaS) is a form of cloud computing that provides virtualized computing resources over the internet. IaaS is one of the three main categories of cloud computing services, alongside software as a service (SaaS) and platform as a service (PaaS).

- **What is Salesforce.com?** Salesforce is the innovative company behind the world's #1 CRM platform. Our software is cloud-based, so it doesn't require a team of IT experts to set up or manage — you just log in and start using it.
- **Advantages of Salesforce.com: Improved Informational Organization.**
 - CRM for Enhanced Communication.
 - CRM Improves Your Customer Service.
 - Automation of Everyday Tasks.
 - Greater efficiency for multiple teams.
 - Improved Analytical Data and Reporting.
- **Salesforce.com CRM Editions**

Personal Setup

- **Managing Personal Information:** From your personal settings, enter Personal in the Quick Find box, then select Personal Information.
- **Password Reset:**
 - From Setup, enter Users in the Quick Find box, then select Users.
 - Select the checkbox next to the user's name. Optionally, to change the passwords for all currently displayed users, check the box in the column header to select all rows.
 - Click Reset Password.
- **User Management Overview:** In Salesforce, each user is uniquely identified with a username, password, and profile. Together with other settings, the profile determines which tasks a user can perform, what data the user can see, and what the user can do with the data.

Salesforce Building Blocks

- **Standard Objects:** Standard objects are objects that are included with Salesforce. Common business objects like Account, Contact, Lead, and Opportunity are all standard objects. Custom objects are objects that you create to store information that's specific to your company or industry.

- **Custom Application:** A custom app consists of a label, a description, and an ordered list of items, which often includes tabs. You can also add custom logos and branding to your custom apps. In Salesforce Classic, custom apps are listed in the Force.com app menu, which is a drop-down list that displays at the top of every page.
- **Create custom Objects:** To sign up for a free Developer org, see the Developer Edition Environment Sign Up Page. Log in to your sandbox or Developer org. From your management settings for custom objects, if you're using Salesforce Classic, click New Custom Object, or if you're using Lightning Experience, select Create. Custom Object.
- **Custom Fields:** Capture your unique business data by storing it in custom fields. When you create a custom field, you configure where you want it to appear and optionally control security at the field level.
- **Create custom Tabs:** From Setup, enter Tabs in the Quick Find box, then select Tabs. Click New in the Custom Object Tabs Related list. Select the custom object to display in the custom tab. Click the Tab Style lookup icon to display the Tab Style Selector. Click a tab style to select the color scheme and icon for the custom tab.
- **Define dependent Picklists:** If your organization uses record types, choose a record type to test how it affects your controlling and dependent picklist values. ... For example, a dependent value is only available if it is available in the selected record type and the selected controlling value.
- **Customize page layouts:** Page layouts control the layout and organization of buttons, fields, s-controls, Visualforce, custom links, and related lists on object record pages. They also help determine which fields are visible, read only, and required. Use page layouts to customize the content of record pages for your users.

Relationship Types

- **Master-detail Relationship:** A parent-child relationship in which the master object controls certain behaviors of the detail object: ... The Owner field on the detail object is not available and is automatically set to the owner of its associated master record.

- **Lookup Relationship:** This type of relationship links two objects together, but has no effect on deletion or security. Unlike master-details fields, lookup fields are not automatically required. When you define a lookup relationship, data from one object can appear as a custom related list on page layouts for the other object.
- **Many-to-Many Relationship:** You can use master-detail relationships to model many-to-many relationships b/w any two objects. A many-to-many relationship allows each record of one object to be linked to multiple records from another object and vice versa.

Validation Rules

Roll-up Summary and Formula Fields

Workflow Rules

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

Workflow Approval Process

Process Builder

Record types & Page Layouts

- What is Record type?
- How to create Record type?
- Managing Record types
- Creating Page Layouts
- Page Layouts Assignment

Data security

- **Managing the Users**
- **Creating Users**
- **Profiles Creating**
-
- **Creating Roles**
- **Create Groups**
- **Set Organization Wide Defaults (OWD)**
- **Object-level Security**
- **Field-level Security**
- **Record-level Security**
- **Sharing Rules**

Reports & Dashboards

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

Import & Export Data

Data Loader

Monitoring Organization Data

For more info visit: <http://kosmiktechnologies.com/sales-force-training-in-hyderabad/>

- **Debug logs and Email Logs**
- **Login History**
- **View Setup Audit Trail**
- **Discuss Queue**
- **Schedule Jobs**
- **Apex Jobs**
- **Bulk Data Load Jobs**

Salesforce Development Overview

Apex Programming

- **Introduction to Apex**
- **Language Constructs**
- **Classes, Objects, and Interfaces**
- **Writing Apex Classes**
- **Developer Console**
- **Debugging**
- **Batch Apex**
- **Deploying Apex**

Apex Triggers

- **Trigger Events**
- **Design Pattern and Best Practice**
- **Bulk Triggers**
- **Order of Execution**

SOQL & SOSL

Apex Test Classes

Visualforce Development

- **Introduction to Visual force**
- **Standard Controllers**
- **Standard List Controllers**
- **Controllers and Controller Extensions**
- **Overriding Buttons, Links, and Tabs with Visual force**
- **Components**

Salesforce.com Lightning Framework

- **Introduction to Salesforce Lightning**
- **Open Source Aura Framework**
- **Lightning Components**
- **Lightning Event**
- **Using the Developer Console Lightning**
-
- **App Builder**
- **Creating Apps**

Live Project Discussion