

Sfdc Recent Items

Jakub Stefaniak

Salesforce For Dummies Liz Kao,Jon Paz,2019-12-12 Get up to lightning speed with this fully updated, bestselling guide to using Salesforce.com! Salesforce.com For Dummies, 7th Edition gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll learn how to maximize the new user interface to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Written by Salesforce.com insiders with years of expertise in CRM services, this new edition covers the latest enhancements to Salesforce.com, the world's most popular customer relationship management software. You'll find out how to determine the right configuration to suit your business needs, and how to use apps, widgets, and tools to personalize your system. Then, you'll explore prospecting leads, managing accounts and partners, developing contacts, tracking products, calculating forecasts, and utilizing service and support. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues using Chatter More than 150,000 companies worldwide use Salesforce.com as their CRM solution—if you're a new or existing user looking to maximize the potential of the new UI, this book has everything you need.

Salesforce.com Secrets of Success David Taber,2013 A guide to every aspect of Salesforce.com covers such topics as using the service cloud, promoting collaboration through Chatter, and establishing metrics for social CRM performance.

Salesforce.com For Dummies Liz Kao,Jon Paz,2016-04-07 Your all-access guide to reaping the benefits of Salesforce.com Salesforce.com has a rapidly expanding influence over the way companies across the globe interact with their clientele. Written by Salesforce.com insiders with years of experience in customer relationship management (CRM) solutions, Salesforce.com For Dummies gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll discover how to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, create accurate projects based on past performance, and so much more. A customizable, on-demand CRM solution, Salesforce.com allows businesses to organize and manage all of their customer information—leads, opportunities, contacts, accounts, cases, and solutions—in one place. Whether you're a Windows or Mac user, this down-to-earth, friendly guide shows you how to maximize Salesforce.com's capabilities to close deals faster, gain real-time visibility into sales, and collaborate instantly. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues using Chatter If you're new to Salesforce.com or an existing user looking for the latest tips and tricks to maximize its potential, this friendly guide has you covered.

Salesforce.com For Dummies Tom Wong,Liz Kao,2006-12-13 So you have something to sell or you work for a business using salesforce.com, but you're not quite sure how to maximize your profits with it? Never fear! Salesforce.com for Dummies shows you the quick-and-easy way to start selling your product or service online without the confusion or fuss. With an emphasis on customer relationship management, this hands-on guide helps you manage accounts, market your products, and improve service. Whether you're a salesperson, channel manager, marketing mogul, customer rep, or executive, you'll find secrets here for making your job easier, your day more productive, and your business more successful. This second edition has been revised to include Salesforce.com's latest product and feature offerings as of the Summer 2006 release, giving you the tools you need to: Build a product catalog Manage price books Calculating and customizing forecasts Drive demand up with campaigns Stimulate sales effectiveness with documents Deliver excellent service Analyze data with reports Verify your company profile Add users to salesforce Customize your page and search layout Extend your usage of Salesforce beyond CRM This guide makes suggestions on how to dive more productivity and improve communication with standard templates from the Dummies Web site. With this book you'll get up to speed fast and manage your business information more effectively with Salesforce.com today!

Learn Salesforce Lightning Felicia Duarte,Rachelle Hoffman,2017-12-20 Refer to this invaluable how-to guide for basic training on Salesforce Lightning. Salespeople and technical users and consultants will no longer have to resort to learning the interface on their own, which is very time consuming. Learn Salesforce Lightning is a step-by-step visual guide that offers immediate and valuable solutions to the new set of UI tools included in Lightning. With chapters broken down into easily absorbed topics, you walk through the entire process of managing your daily activities within Salesforce, as well as basic customizations and system management. The book explains the primary use cases for Lightning, and simplifies some of the more complex features, such as opportunity stage management and the new dashboard builder. Topics covered include: Sales and service management Lightning Apps on the AppExchange Lightning dashboards and reports Lightning security Lightning Process Builder and more What You'll Learn Navigate the Salesforce Lightning interface Know where to go in the setup area to make customizations Create dynamic reports and dashboards View Lightning on a mobile device Train other users on common day-to-day activities within Lightning Who This Book Is for Salespeople, managers, and executives who are currently evaluating Salesforce.com, who recently purchased a license with Salesforce.com, or recently upgraded to the Lightning user interface. This book is also for Salesforce administrators, consultants, project managers, and technical users looking for basic training on Salesforce Lightning.

Salesforce.com Secrets of Success David Taber,2009-05-05 Drive Better Productivity and Increase Saleswith Salesforce.com—Starting Now Discover Real-World Best Practices—Without Paying Expensive Consultants You're investing in Salesforce.com for one reason: to drive major performance improvements across your entire organization. Salesforce.com® Secrets of Success will help you do just that. Drawing on his experience with dozens of deployments, author David Taber offers expert guidance on every aspect of Salesforce.com deployment, with results-focused best practices for every area of the organization touched by Salesforce.com, including sales, marketing, customer service, finance, legal, and IT. This is information you'd otherwise have to pay a consultant \$300/hour to get...information you won't find in any other book! Taber walks you through developing a comprehensive and effective implementation strategy, followed by tactics and specifics to overcome every challenge you face, including internal politics. Through this book and its companion Web site, www.SFDC-secrets.com, Taber provides questionnaires, step-by-step guides, and extensive resources—all part of the Revenue Overdrive™ system that gives your organization maximum results from Salesforce.com. Achieve higher end-

customer satisfaction and dramatic sales productivity gains Use the SFA Maturity Model™ to assess readiness, fill gaps, and gain early, deep user adoption Overcome “people, product, and process” pitfalls that can limit the value of Salesforce.com Learn which tools, add-ons, features, and extensions are right for your implementation This book’s start-to-finish roadmap for success can be used by companies of all sizes in all industries—with specific chapters for executives, team leaders, implementation team members, developers, and users throughout the business.

Salesforce Simplified Ramanathan J,2019-10-06 Any company needs to sell its products or services to customers on a regular basis in order to generate consistent revenues and to create profits. A marketing function in any organization creates and executes various types of marketing campaigns with an objective to build brand awareness about the company's products and services. Similarly, a sales function manages the sales pipeline in order to create new business from new or existing customers for a company. A robust Customer Relationship Management (CRM) platform is pivotal for any company that wants to transform its marketing and sales processes by focusing on improving efficiency and effectiveness. Salesforce is a CRM solution that brings companies and customers together. Salesforce is an integrated CRM platform that provides a holistic picture of every customer across various departments such as marketing, sales and service. Salesforce is the best CRM solution in the world and more than 150,000 companies use this platform to increase team collaboration, customer loyalty and sales for their organizations. Salesforce Simplified is a simple and precise book which describes the various features and applications that are available Salesforce CRM. The intended audience of this book are those business users who want to start from scratch in order to understand the broad spectrum of capabilities offered by Salesforce. This book is for you if: You have never heard of Salesforce before and you want to understand the various features or applications that are available in Salesforce. You want to optimize sales and marketing processes in your organization and hence you want to explore the feasibility of using Salesforce as one of the possible CRM solutions. You want to understand and apply the basic capabilities in Salesforce for fulfilling your business requirements. Gain an initial understanding about Salesforce before exploring advanced concepts and functionalities that are available in the product. Following are some of the topics that would be covered in the book. Update My Settings and My Profile pages with relevant information. Add new users to Salesforce. Set up a role hierarchy for our organization. Edit current user profile or create a new one. Create new leads in Salesforce. Edit current leads to change lead status or lead source. Create activities that can describe interactions with leads. Send emails to leads. Transfer leads between different users. Import external lead data into Salesforce. Create custom lead fields and establish field level security. Convert a lead into accounts, contacts, opportunities and tasks. Create new accounts in Salesforce. Establish account hierarchy. Merge different accounts. Transfer accounts between different users. Import external accounts and contacts data into Salesforce. Create new products and price books. Assign list prices for products that are included in price books. Create new contacts and opportunities. Assign price books and products to opportunities. Create new quotes for opportunities. Create and edit campaigns. Establish campaign hierarchy. Add members to campaign. Assign opportunities to campaign. Use standard reports to view metrics related to a campaign. Create new cases and solutions. Update case status and close the case upon resolution. Assign solutions to cases. Use standard reports in Salesforce for obtaining insights about various Salesforce components such as leads or accounts. Create custom report as per your organization's unique reporting requirement.

Salesforce CPQ Implementation Handbook Madhu Ramanujan,2022-04-14 An end-to-end practical guide to implementing Salesforce CPQ solutions, shortening your sales cycle, and generating a higher ROI Key FeaturesMaximize sales by reducing turnaround time and providing a quick analysis of profits and lossesGet up to speed with Salesforce CPQ concepts, best practices, and tips when choosing the right CPQ implementation strategyImplement CPQ configurations and automations for B2B and B2C business scenariosBook Description Salesforce CPQ is innovative software that enables you create better quotes, improve quoting accuracy, and maximize sales and deals. It also provides a quick analysis of profits and losses, helping you improve the overall execution of sales processes, and allows a great deal of flexibility for your prospects, customers, and business partners. The book starts with the Quote-2-Cash business process in Salesforce and shows you how to assess when a business needs to implement CPQ. You'll then progress to configuring opportunities, quotes, and CPQ products. As you advance, you'll understand how to define and configure price books, price rules for CPQ quote automation, multidimensional quoting, and more. Next, you'll look at how to configure CPQ guided selling and create package configurations, contracts, and amendments. Later chapters will demonstrate how to perform data migration from a legacy system and the order in which the objects are to be migrated. You'll also explore CPQ billing and its advantages with the help of different use cases before learning about Industries CPQ and how it is different from standard Salesforce CPQ. Finally, you'll discover best practices for achieving optimal CPQ performance and avoiding performance bottlenecks. By the end of this Salesforce book, you'll be able to implement Salesforce CPQ for any business. What you will learnUnderstand Quote-2-Cash business processes and configure opportunities and quotesCreate custom CPQ actions and use custom filters for automating business needsDiscover how to configure products and product rulesUnderstand the CPQ pricing structure and methods, rules, multidimensional quoting, and quote automationExplore the CPQ data model and use the Salesforce Schema Builder to view and configure object relationshipsConfigure contracts, amendments, and renewals in SalesforceFocus on CPQ billing and its advantagesGain comprehensive insights into Industries CPQWho this book is for This book is for Salesforce administrators, business analysts, functional consultants, sales managers, Salesforce architects, and those looking to gain Salesforce CPQ certification. Working knowledge of the Salesforce ecosystem is recommended to get the most out of this book.

Salesforce Lightning Reporting and Dashboards Johan Yu,2017-08-03 Learn how to build advanced reports and dashboards in Salesforce Lightning experience About This Book Visualize and create advanced reports and dashboards using Lightning Experience Improve overall business efficiency with advanced and effective reports and dashboards Understand and create custom reports and dashboards Who This Book Is For This book is targeted at Salesforce.com administrators, business analysts, and managers who use Salesforce.com for their daily job and want to learn in depth about Salesforce Reporting and Dashboard in Lightning Experience. Readers should have a basic knowledge of Salesforce, such as: Accounts, Contacts, Leads, Opportunities and custom objects. What You Will Learn Navigate in Salesforce.com within the Lightning Experience user interface Secure and share your reports and dashboards with other users Create, manage, and maintain reports using Report Builder Learn how the report type can affect the report generated Explore the report and dashboard folder and the sharing model Create reports with multiple formats and custom report types Explore various dashboard features in Lightning Experience Use Salesforce1, including accessing reports and dashboards In Detail Built on the Salesforce App

Cloud, the new Lightning Experience combines the new Lightning Design System, Lightning App Builder, and Lightning Components to enable anyone to quickly and easily create modern enterprise apps. The book will start with a gentle introduction to the basics of Salesforce reports and dashboards. It will also explain how to access reports in depth. Then you will learn how to create and manage reports, to use Schedule Report, and create advanced report configurations. The next section talks about dashboards and will enable you to understand and compare various types of dashboard component and how you can benefit the most from each of them. Then we move on to advanced topics and explain tips and tricks related to reports and dashboards, including reporting snapshots, report parameters, and collaboration. Finally, we will discuss how to access dashboards and reports from the Salesforce mobile app. Style and approach This comprehensive guide covers the advanced features of the all new Salesforce Lightning concepts and communicates them through a practical approach to explore the underlying concepts of how, when, and why to use them.

Salesforce for Beginners Sharif Shaalan, Timothy Royer, 2022-10-31 Learn how to leverage the Salesforce platform for sales, service, marketing, and automating business activities from a 360-degree perspective. Purchase of the print or Kindle book includes a free eBook in the PDF format. Key Features Automate business processes with Salesforce Flow, the new replacement for workflow rules and process builders on the Salesforce platform Discover key data integrity and security concepts with new, specially dedicated chapters Take your first steps in basic testing and debugging as a Salesforce professional Book Description The second edition of Salesforce for Beginners provides you with a holistic introduction to the Salesforce platform. Whether you need help with the lead generation process, Salesforce user management and data security, or automating tasks with Salesforce Flow, this book is for you. Throughout this new edition you will find real-world business use cases to demonstrate concepts, screenshots of the latest UI displayed for screen navigation, and exercises at the end of every chapter to test your newfound knowledge. Working with the world's leading CRM software, you will learn how to create activities, manage leads, develop your prospects and sales pipeline using opportunities and accounts, and understand how you can enhance marketing activities using campaigns. You will be able to take your administration skills to the next level as you approach real-world user management topics such as ownership skew. You will learn about data security on the Salesforce platform, with an introduction to the role hierarchy, system and user permissions, and much more. In this new edition you'll get to explore the popular automation tool Salesforce Flow. You'll learn about the different flow types to employ, how to construct your first flow, and how to extensively test your flow. This will allow you to come away from reading this book with a real, functional flow for your business processes. What you will learn Explore business development with leads, accounts and contacts in Salesforce Find out how stages and sales processes help you manage your opportunity pipeline Achieve marketing goals using Salesforce campaigns Perform business analysis using reports and dashboards Practice automating business processes with Salesforce Flow Gain a high-level overview of the items in the administration section Grasp the different aspects needed to build an effective Salesforce security model Who this book is for If you are new to Salesforce and want to learn it from scratch, an administrator looking to build your Salesforce skills, or a student looking to start a career in Salesforce, this book is for you. No prior knowledge of the Salesforce is required to get started with this book

Salesforce Lightning Platform Enterprise Architecture Andrew Fawcett, 2019-11-04 Key Features Use the Lightning Platform to build integrated, scalable, and robust apps focused on enterprise-level customer demands Use the Lightning Component framework to deliver modern and responsive user experiences targeting multiple devices through Lightning Experience and Salesforce Mobile Extend your application with access to external services and AI Book Description Salesforce Lightning provides a secure and scalable platform to build, deploy, customize, and upgrade applications. This book will take you through the architecture of building an application on the Lightning platform to help you understand its features and best practices, and ensure that your app keeps up with your customers' increasing needs as well as the innovations on the platform. This book guides you in working with the popular aPaaS offering from Salesforce, the Lightning Platform. You'll see how to build and ship enterprise-grade apps that not only leverage the platform's many productivity features, but also prepare your app to harness its extensibility and customization capabilities. You'll even get to grips with advanced application architectural design patterns such as Separation of Concerns, Unit Testing and Dependency Integration. You will learn to use Apex and JavaScript with Lightning Web Components, Platform Events, among others, with the help of a sample app illustrating patterns that will ensure your own applications endure and evolve with the platform. Finally, you will become familiar with using Salesforce DX to develop, publish, and monitor a sample app and experience standard application life cycle processes along with tools such as Jenkins to implement CI/CD. By the end of this book, you will have learned how to develop effective business apps and be ready to explore innovative ways to meet customer demands. What you will learn Create and deploy AppExchange packages and manage upgrades Understand Enterprise Application Architecture patterns Customize mobile and desktop user experience with Lightning Web Components Manage large data volumes with asynchronous processing and big data strategies Implement Source Control and Continuous Integration Add AI to your application with Einstein Use Lightning External Services to integrate external code and data with your Lightning Application Who this book is for This book is for Lightning platform developers who want to discover the true potential of the platform to develop complex scalable applications for use in enterprise businesses.

Salesforce AppExchange Success Blueprint Jakub Stefaniak, 2023-10-27 Design, develop, publish, monetize, and scale your Salesforce application to become a successful independent software vendor (ISV) on the AppExchange Key Features Set up a strong foundation and make informed decisions to create innovative solutions Explore the world of the AppExchange development lifecycle Understand essential business strategies to maximize profitability from technical and business standpoints Purchase of the print or Kindle book includes a free PDF eBook Book Description Are you ready to turn your million-dollar ideas into reality? Salesforce AppExchange Success Blueprint is your ultimate guide to becoming a successful ISV partner and publishing your Salesforce applications on the AppExchange. This book covers every facet of the application development process, from the initial partnership establishment to smoothly preparing for security review and managing app releases. Packed with real-world examples, case studies, and detailed guides, it'll help you master AppExchange development. Throughout this experience, you'll discover how to create customer-centric applications that seamlessly integrate with external systems, ensuring a frictionless user experience. You'll also navigate the intricate process of preparing for security reviews and managing app releases. In addition, you'll delve into the critical realm of business strategy, addressing essential elements such as maximizing profitability, achieving operational excellence, leveraging analytics to make data-driven decisions, and effectively handling technical debt to maintain

your app's robustness and scalability. By the end of this journey, you'll possess a deep understanding of AppExchange development from both technical and business standpoints, making you well-prepared to excel in the Salesforce ecosystem. Let's embark on this exciting path together! What you will learn Find out how to become a successful ISV partner on the AppExchange Understand how to tackle the challenges of AppExchange development Uncover how to avoid common security review pitfalls Discover the best practices for configuring an AppExchange listing Maximize the revenue potential through pricing and monetization Understand how to manage technical debt to maintain product quality Build a successful and sustainable ISV partnership with Salesforce Who this book is for Are you a trailblazer exploring the untamed world of the Salesforce ecosystem, seeking opportunities for your business? You've come to the right place. This book is for a diverse range of readers - from budding Salesforce developers to seasoned AppExchange architects, tech entrepreneurs, and startup founders. Whether you're a visionary seeking to innovate within the Salesforce ecosystem, or a business owner considering expanding into the AppExchange market, this book will provide a comprehensive resource for success.

Practical Salesforce Development Without Code Philip Weinmeister, 2019-06-04 Use this hands-on guide to build powerful solutions on the Salesforce platform without using a single line of code. This revised and expanded second edition includes Process Builder, Flow Builder, Lightning App Builder, Lightning Bolt Solutions, and more. Practical Salesforce Development Without Code shows you how to unlock the power of the Salesforce platform to solve real business problems. Adhering to Salesforce's clicks, not code mantra, Salesforce expert Phil Weinmeister walks Salesforce newcomers and veterans through different business problems and identifies effective—and proven—approaches to solutions using the platform's declarative framework. By adopting this book as your guide, you will learn how to deliver business solutions within Salesforce by combining analysis, creativity, and logic with core elements such as validation rules, workflow rules, processes, flows, formula fields, and Lightning apps. In addition, Weinmeister dissects and explains the most useful functions and features for declarative developers and shows you how to use them. Best of all, Weinmeister uses real-life business scenarios and visuals. Applying the lessons learned from this how-to guide will ultimately save you time and ensure that your clients or internal customers are enabled, equipped, and empowered. What You'll Learn Build objects, fields, and relationships to establish a sensible data model Automate business processes by using Workflow, Process Builder, and Flow Utilize functions and develop formulas effectively for a variety of business needs Develop approval processes to handle exception scenarios Employ actions to easily create efficient and relevant user experiences Manage your environments and deploy your solutions Who This Book Is for Business analysts, Salesforce administrators, and Salesforce developers

Beginning Salesforce Developer Michael Wicherski, 2017-12-05 Get started developing on the Force.com platform in no time. With step-by-step guidance, starting with setting up your developer environment and progressing through to deploying to production, you will learn industry best practices to release robust custom applications with tangible benefits to your company or your client. Geared specifically toward beginning developers, Beginning Salesforce Developer establishes a strong understanding of basic code constructs through examples. Rather than simply explaining how to use the platform, you will receive a comprehensive understanding of why, allowing you to address platform quirks and gotchas that might occur. The book also serves to lay the foundation for continuing on to Salesforce Developer Pro. What You'll Learn Configure your Salesforce development environment Understand the Salesforce data model and query languages Create basic Apex triggers Use standard controllers with basic Visualforce pages Utilize Visualforce with custom-built Apex controllers Write test coverage Who This Book Is For Salesforce administrators who wish to transition into developing on the Force.com platform. The book also serves as a quick immersion into the world of development for complete beginners through proprietary Salesforce development languages on the Force.com platform.

The Salesforce Business Analyst Handbook Srini Munagavalasa, 2022-11-18 Become a proficient Salesforce business analyst with the help of expert recommendations, techniques, best practices, and practical advice Purchase of the print or Kindle book includes a free eBook in the PDF format. Key Features Learn the intricacies and nuances of every stage of a project's implementation Discover real-world examples, tips, and tricks that you can apply to any Salesforce project Overcome the challenges inherent in user interaction and improve your customer experience Book Description Salesforce business analysis skills are in high demand, and there are scant resources to satisfy this demand. This practical guide for business analysts contains all the tools, techniques, and processes needed to create business value and improve user adoption. The Salesforce Business Analyst Handbook begins with the most crucial element of any business analysis activity: identifying business requirements. You'll learn how to use tacit business analysis and Salesforce system analysis skills to rank and stack all requirements as well as get buy-in from stakeholders. Once you understand the requirements, you'll work on transforming them into working software via prototyping, mockups, and wireframing. But what good is a product if the customer cannot use it? To help you achieve that, this book will discuss various testing strategies and show you how to tailor testing scenarios that align with business requirements documents. Toward the end, you'll find out how to create easy-to-use training material for your customers and focus on post-production support – one of the most critical phases. Your customers will stay with you if you support them when they need it! By the end of this Salesforce book, you'll be able to successfully navigate every phase of a project and confidently apply your new knowledge in your own Salesforce implementations. What you will learn Create a roadmap to deliver a set of high-level requirements Prioritize requirements according to their business value Identify opportunities for improvement in process flows Communicate your solution design via conference room pilots Construct a requirements traceability matrix Conduct user acceptance tests and system integration tests Develop training artifacts so your customers can easily use your system Implement a post-production support model to retain your customers Who this book is for This book is for intermediate- to senior-level business analysts with a basic understanding of Salesforce CRM software or any CRM technology who want to learn proven business analysis techniques to set their business up for success.

Developing Data Migrations and Integrations with Salesforce David Masri, 2018-12-18 Migrate your data to Salesforce and build low-maintenance and high-performing data integrations to get the most out of Salesforce and make it a go-to place for all your organization's customer information. When companies choose to roll out Salesforce, users expect it to be the place to find any and all information related to a customer—the coveted Client 360° view. On the day you go live, users expect to see all their accounts, contacts, and historical data in the system. They also expect that data entered in other systems will be exposed in Salesforce automatically and in a timely manner. This book shows you how to migrate all your legacy data to Salesforce and then design integrations to your organization's

mission-critical systems. As the Salesforce platform grows more powerful, it also grows in complexity. Whether you are migrating data to Salesforce, or integrating with Salesforce, it is important to understand how these complexities need to be reflected in your design. Developing Data Migrations and Integrations with Salesforce covers everything you need to know to migrate your data to Salesforce the right way, and how to design low-maintenance, high-performing data integrations with Salesforce. This book is written by a practicing Salesforce integration architect with dozens of Salesforce projects under his belt. The patterns and practices covered in this book are the results of the lessons learned during those projects. What You'll Learn Know how Salesforce's data engine is architected and why Use the Salesforce Data APIs to load and extract data Plan and execute your data migration to Salesforce Design low-maintenance, high-performing data integrations with Salesforce Understand common data integration patterns and the pros and cons of each Know real-time integration options for Salesforce Be aware of common pitfalls Build reusable transformation code covering commonly needed Salesforce transformation patterns Who This Book Is For Those tasked with migrating data to Salesforce or building ongoing data integrations with Salesforce, regardless of the ETL tool or middleware chosen; project sponsors or managers nervous about data tracks putting their projects at risk; aspiring Salesforce integration and/or migration specialists; Salesforce developers or architects looking to expand their skills and take on new challenges

Salesforce Essentials for Administrators Mohith Shrivastava, 2014-10-10 This book is targeted at expert administrators or professionals who are new to Salesforce and want to learn the various features supported by the platform in a short space of time. The book can also be used by professionals preparing for Developer and Administrator certification exams from Salesforce.

Salesforce CRM - The Definitive Admin Handbook Paul Goodey, 2019-04-27 A definitive guide covering all the core concepts necessary to pass the Salesforce Administrator Certification exam Key Features Understand critical design considerations for setting up Salesforce CRM Facilitate and manage the transition from Salesforce Classic to Lightning Experience Learn key functions of application security to manage user profiles and data Book Description Salesforce's winter '19 release offers a host of new features for CRM designed to meet your sales and marketing requirements. With this comprehensive guide to implementing Salesforce CRM, administrators of all levels can easily get a thorough understanding of the platform. This Salesforce handbook begins by guiding you in setting up users and security and then progresses to configuration, data management, and data analytics. You'll discover process automation and approval mechanisms, while also exploring the functional areas of Sales Cloud, Service Cloud, Marketing Cloud, and Salesforce Chatter. This book covers Salesforce CRM system administration in a practical way, and it'll serve as an invaluable reference for both new administrators and experienced professionals. Furthermore, you'll also delve into Salesforce mobile apps and mobile administration, along with Salesforce Adoption Manager. You'll gain insights into Lightning Experience, Salesforce's new app, and learn how its modern design and sleek interface helps you to build customizable components. Finally, we'll see how the two versions compare and help manage the transition from Salesforce Classic to Lightning Experience. By the end of the book, you will have mastered the techniques to configure and control various user interface features in Salesforce CRM. What you will learn Configure a variety of user interface features in Salesforce CRM Understand the capabilities of the Salesforce CRM sharing model Explore Einstein Analytics - Salesforce's new wave of advanced reporting Get to grips with the Lightning Process Builder workflow Set up user profiles, security, and login access mechanisms Find out how Apex and Visualforce coding can be used in Salesforce CRM Manage the transition from Salesforce Classic to Lightning Experience Implement data manipulation features to apply best practices in data management Who this book is for This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management. Whether you are a new or experienced professional, this book will enhance your knowledge and understanding of Salesforce CRM features.

Salesforce CRM Admin Cookbook. Paul Goodey, 2017-12-22 Extend and unleash the power of Salesforce CRM and the advanced features of the Lightning interface to create techniques for user interaction and derive real-world solutions. About This Book Implement advanced user interface techniques to improve the look and feel of Salesforce CRM. Discover hidden features and hacks that extend standard configuration to provide enhanced functionality and customization. Build real-world process automation using detailed recipes to harness the full power of Salesforce CRM. Who This Book Is For If you are a system administrator interested in developing and enhancing your skills with data management, process automation and security enhancements with Salesforce CRM, then this book is for you. Some basic understanding of Salesforce CRM and system administration knowledge would be needed. What You Will Learn Building home page components and creating custom links to provide additional functionality and improve the Home Tab layout Improving the look and feel of Salesforce CRM with the presentation of graphical elements using advanced user interface techniques Improving the data quality in Salesforce CRM and automatic data capture Implement an approval process to control the way approvals are managed for records in Salesforce CRM Increase productivity using tools and features to provide advanced administration Extend Lightning Experience Record Pages to tailor user interaction experience Create Lightning component to implement Search before Create for customer/person accounts In Detail Salesforce CRM is a market-leading customer relationship management (CRM) application that is accessed over the internet. This application greatly enhances a company's sales performance, improves customer satisfaction, and provides a robust customer relationship management system for an organization. Salesforce CRM Admin Cookbook, Second Edition enables you to instantly extend and unleash the power of Salesforce CRM and its Lightning Experience framework. It provides clear, comprehensive instructions along with detailed screenshots and code. Whether you are looking for solutions to enhance the core features, such as data management, process automation, data validation, and home page administration, or are looking for ideas on advanced customization techniques, this book will provide you with immediate, practical, and exciting real-world recipes. This book guides you through interesting topics spanning a variety of functional areas. Recipes are provided that allow you to configure, build and extend the capability of Salesforce CRM using the Lightning Experience framework. Style and approach We will be discussing recipes about several modules, which will help you gain mastery over different modules, such as data management, security enhancements, and so on, which is expected of an administrator.

Salesforce B2C Solution Architect's Handbook Mike King, 2021-11-19 The ultimate handbook for new and seasoned Salesforce B2C Solution Architects who want to design seamless B2C solutions across the Salesforce Customer 360 ecosystem – including B2C Commerce, Service Cloud, and Marketing Cloud Key Features Give your customers a

frictionless experience by creating a unified view of all their interactions Get your architectural design right the first time and avoid costly reworks Prepare for the B2C Solution Architect exam and Salesforce certification with practical scenarios following Salesforce best practices Book Description There's a huge demand on the market for Salesforce professionals who can create a single view of the customer across the Salesforce Customer 360 platform and leverage data into actionable insights. With Salesforce B2C Solution Architect's Handbook, you'll gain a deeper understanding of the integration options and products that help you deliver value for organizations. While this book will help you prepare for the B2C Solution Architect exam, its true value lies in setting you up for success afterwards. The first few chapters will help you develop a solid understanding of the capabilities of each component in the Customer 360 ecosystem, their data models, and governance. As you progress, you'll explore the role of a B2C solution architect in planning critical requirements and implementation sequences to avoid costly reworks and unnecessary delays. You'll learn about the available options for integrating products with the Salesforce ecosystem and demonstrate best practices for data modeling across Salesforce products and beyond. Once you've mastered the core knowledge, you'll also learn about tools, techniques, and certification scenarios in preparation for the B2C Solution Architect exam. By the end of this book, you'll have the skills to design scalable, secure, and future-proof solutions supporting critical business demands. What you will learn Explore key Customer 360 products and their integration options Choose the optimum integration architecture to unify data and experiences Architect a single view of the customer to support service, marketing, and commerce Plan for critical requirements, design decisions, and implementation sequences to avoid sub-optimal solutions Integrate Customer 360 solutions into a single-source-of-truth solution such as a master data model Support business needs that require functionality from more than one component by orchestrating data and user flows Who this book is for This book is for professionals in high-level job roles that heavily rely on Salesforce proficiency. It's primarily written for B2C commerce architects, application architects, integration architects, as well as system architects, enterprise architects, Salesforce architects, and CTO teams looking to benefit from a deeper understanding of this platform. Before you get started, you'll need a solid understanding of data integration, APIs, and connected systems, along with knowledge of the fundamentals of business-to-consumer (B2C) customer experiences.

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