TechnoMaster

Since 2007, Making IT Experts & Products

Course: SalesForce

Duration: 30 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
- Microsoft Excel
- Ethical Hacking

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Syllabus on the Next Page ..

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1. Introduction to Salesforce CRM

✳ Overview of CRM and its importance in businesses

✳ Introduction to Salesforce ecosystem

✳ Sales CloudService Cloud

✳ Marketing Cloud

✳ Commerce Cloud

✳ Editions and Licensing in Salesforce

✳ Key Terminologies in Salesforce

2. Salesforce Basics and Navigation

✳ Understanding the Salesforce user interface (UI)

✳ Salesforce Apps and AppExchange

✳ Tabs, Objects, Records, and Fields

✳ Setup and Configuration: Basics

✳ Creating and managing list views

3. Salesforce Data Model and Management

✳ Data Models: Standard vs. Custom Objects

✳ Fields: Standard and Custom Fields

✳ Relationships in Salesforce:

✳ Master-Detail Relationship

✳ Lookup Relationship

✳ Many-to-Many Relationship

✳ Data Import and ExportData Loader

✳ Import WizardData Validation and Rules

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* Validation RulesRequired Fields

4. Salesforce Security and Access

* User ManagementCreating and managing users

* Profiles and Permission Sets

* Role HierarchiesOrganization-Wide Defaults (OWD)

* Sharing Rules and Manual SharingField-Level Security

* Login IP Ranges and Session Settings

5. Business Process Automation

* Workflow RulesProcess Builder

* Approval ProcessesEmail Alerts and Templates

* Escalation and Assignment Rules

6. Salesforce Lightning Experience

* Overview of Salesforce Lightning

* Transition from Classic to Lightning

* Lightning App BuilderCreating and customizing pages

* Components and utilities

* Lightning Flow (Flow Builder)Types of Flows

* Flow vs. Process Builder

7. Reports and Dashboards

* Creating and customizing Reports

* Tabular, Summary, Matrix, and Joined Reports

* Report Filters and FormulasDashboards:

✳ Dashboard ComponentsDynamic Dashboards

✳ Scheduling and Exporting Reports

8. Sales and Service Cloud

✳ Sales Cloud:Lead Management

✳ Lead Conversion Process

✳ Opportunity Management

✳ Stages, Forecasting, and Pipeline

✳ Products, Price Books, and Quotes

✳ Service Cloud:Case Management

✳ Creating and resolving casesCase Assignment Rules

✳ Knowledge Base ManagementEntitlements and Milestones

✳ Service Console

9. Integration and AppExchange

✳ Introduction to Salesforce Integrations

✳ REST and SOAP APIs

✳ Integration with third-party tools

✳ (e.g., Outlook, Gmail, Slack)

✳ Introduction to AppExchange

✳ Installing and managing apps

✳ Popular AppExchange tools

10. Salesforce Development Basics

✳ Overview of Salesforce Development

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✳ Introduction to ApexApex Triggers

✳ Apex ClassesVisualforce Basics

✳ Introduction to Lightning Web Components (LWCs)

11. Salesforce Deployment and Sandbox Management

✳ Types of SandboxesChange Sets

✳ Deployment Best Practices

✳ Version Control with Git and other tools

12. Industry-Specific Use Cases

✳ Salesforce for RetailSalesforce for Healthcare

✳ Salesforce for Financial Services

13. Certification Guidance

✳ Overview of Salesforce Certifications

✳ Salesforce Administrator

✳ Salesforce Platform App Builder

✳ Salesforce Developer

✳ Salesforce Architect

✳ Exam Tips and Preparation

14. Advanced Topics (Optional)

✳ Salesforce Einstein (AI features)

✳ Salesforce Marketing Cloud Overview

✳ Advanced Security (Shield)

✳ Advanced Analytics (Tableau CRM)

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(Click on Course for more details)

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- Thank You -

N.B:This syllabus is not final and can be customized as per requirements / updates.

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