



4 Courses

Sales and CRM Overview

Lead Management in
Salesforce

Opportunity Management in
Salesforce

Reports, Dashboards, and
Customer Success in
Salesforce



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Brendan McIntyre Taylor

has successfully completed the online, non-credit Professional Certificate

Salesforce Sales Operations

In this Specialization, learners mastered the foundational skills in Salesforce needed to start a new career. Specifically, learners gained an overview of Sales and CRM fundamentals, managed leads in Salesforce, managed opportunities in Salesforce, effectively leveraged Salesforce data with reports and dashboards in the Sales Cloud, and optimized customer success in the Service Cloud.

Anthony Jones, M.S. Ed.,
Angela Prakash

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