**Standard Objects:**

**Object**: Collections of fields. It is a table to store records.

**Price Book:**

* List of products with their prices
* Standard PriceBook🡪If the pricebook does not vary
* Custom PriceBook 🡪 If the pricebook varies
* In a portfolio only one standard pricebook
* Default order pricebook 🡪Make the pricebook as default

**Product:**

* Add company assets or products
* Price book and product are related
* In one pricebook we can add more than one product through price book entries

**Asset:**

* Product is interrelated to asset
* Product from the org is considered as an asset when sold to customers
* So product will be added as an asset to customer

**Campaign:**

* Track the marketing strategies and initiatives
* Track the lead created

**Lead:**

* Potential customers

**Account:**

* Actual customers
* Is used to store customer record
* Possibility to become Prospective customers
* Business Account🡪B2B
* Person Account🡪B2C

**Contact:**

* Track the Person details contacted for the particular account
* Cannot add multiple contact for person account but can add more than one contact for business account

**Contact Role:**

* When one contact is associated with multiple account it will be used
* Used to define contact role for the associated account

**SchemaBuilder:**

* To understand the connection between the objects

**Opportunity:**

* Track the interest of the customer on the particular products
* Amount will be added automatically based on the product with price added in the opportunity line item

**Opportunity Line Item:**

* Products related with the opportunity 🡪Connected with quote

**Quote:**

* Complete details of the product like total cost of the product,capacity

**Contract:**

* Track the serving Period for the customer with more specific functionalities

**Case:**

* Track after sales activity

**Activities:**

* Track the activities
* Task🡪Create task for users
* Events🡪Repesent events in an calendar

**User:**

* End user handling the salesforce
* User in an organization

**State and Country picklist:**

Setup🡪 State and Country picklist

* Click configure state and Country and territory and enter data
* Scan for state and Country and territory data
* Convert identified data