SALESFORCE MADE SIMPLE

A GUIDE TO CERTIFICATION PATHS

TRAILHEAD

salesforce

CERTIFIED · PROFESSIONAL

START HERE. GO ANYWHERE.

Salesforce Certification is the ultimate benchmark that recognizes the skills, expertise, and real-world know-how of today's cloud specialists. Are you an Administrator who keeps Salesforce running smoothly, or Developer who builds new apps to customize and extend capabilities? Perhaps you're an Implementation Expert or Marketing Specialist responsible for ensuring the right solutions are deployed for maximum effectiveness. Or are you an Architect who masterminds high-performance technical frameworks?

Whatever your role, achieving your goals starts with getting Salesforce Certified. This guide will help you get there.

6 ROLES

25 CERTIFICATIONS

100+ TRAINING RESOURCES

salesforce

CERTIFICATION TRACKS

ADMINISTRATORS

Administrator
Advanced Administrator

APP BUILDERS

Platform App Builder

ARCHITECTS

Application Architect
Data Architecture and Management Designer
Development Lifecycle and Deployment Designer
Identity and Access Management Designer
Integration Architecture Designer
Mobile Solutions Architecture Designer
Sharing and Visibility Designer
System Architect
Technical Architect

CONSULTANTS

Community Cloud Consultant
Field Service Lightning Consultant
Marketing Cloud Consultant
Pardot Consultant
Sales Cloud Consultant
Service Cloud Consultant

DEVELOPERS

Commerce Cloud Digital Developer
Platform Developer I
Platform Developer II

SPECIALISTS

CPQ Specialist
Marketing Cloud Email Specialist
Marketing Cloud Social Specialist
Pardot Specialist

ADMINISTRATORS

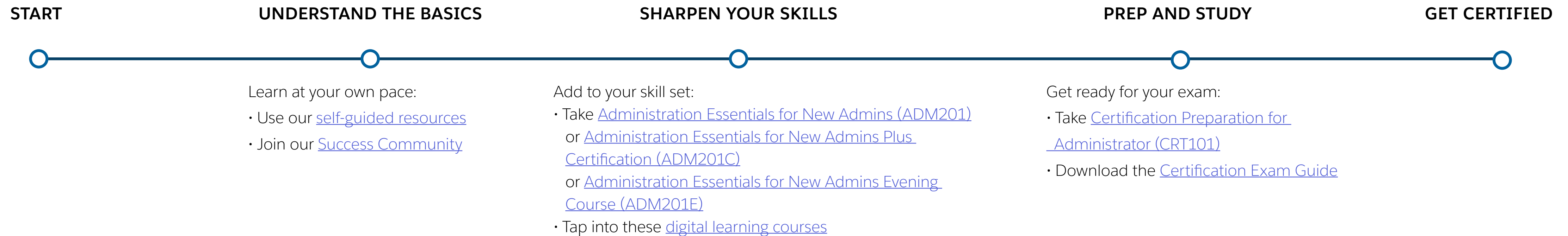# ADMINISTRATOR

The Salesforce Certified Administrator exam is intended for an individual who has experience performing as a Salesforce Administrator.

Recommended Salesforce Experience
6-12 MONTHS

Time Commitment
115-125 HRS

6 Digital Learning Courses

8 Instructor-Led Classes

2 Trailhead

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

UNDERSTAND THE BASICS

Learn at your own pace:
· Use our self-guided resources
· Join our Success Community

SHARPEN YOUR SKILLS

Add to your skill set:
· Take Administration Essentials for New Admins (ADM201)
  or Administration Essentials for New Admins Plus Certification (ADM201C)
  or Administration Essentials for New Admins Evening Course (ADM201E)
· Tap into these digital learning courses

PREP AND STUDY

Get ready for your exam:
· Take Certification Preparation for Administrator (CRT101)
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Managing users, data, and security

· Maintaining and customizing Sales Cloud and Service Cloud apps

· Building reports, dashboards, and workflows

RELATED CERTIFICATIONS

Certified Administrator

Certified Advanced Administrator

Certified Platform App Builder

PREREQUISITE CERTIFICATIONS
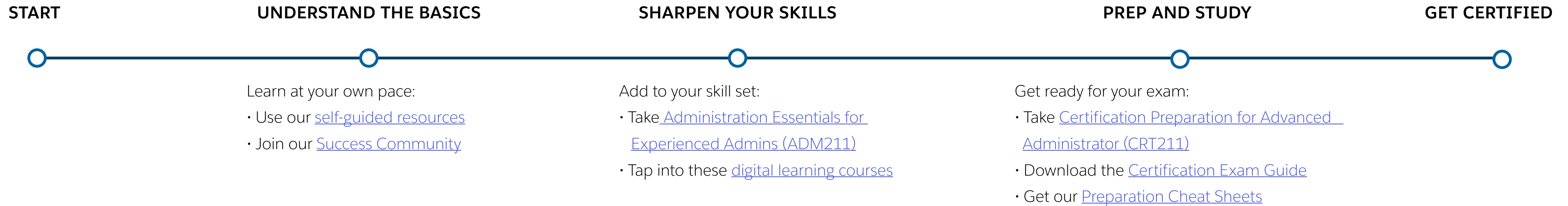
None

ADMINISTRATOR TRACK

TRAILHEAD

ADVANCED ADMINISTRATOR

The Salesforce Certified Advanced Administrator credential is designed for those who have advanced-level experience as a Salesforce Administrator.

Recommended Salesforce Experience
12-24 MONTHS

Time Commitment
55-65 HRS

2 Digital Learning Courses

2 Instructor-Led Classes

2 Trailhead

CERTIFICATION PATH

START — **UNDERSTAND THE BASICS** — **SHARPEN YOUR SKILLS** — **PREP AND STUDY** — **GET CERTIFIED**

Learn at your own pace:
· Use our self-guided resources
· Join our Success Community

Add to your skill set:
· Take Administration Essentials for Experienced Admins (ADM211)
· Tap into these digital learning courses

Get ready for your exam:
· Take Certification Preparation for Advanced Administrator (CRT211)
· Download the Certification Exam Guide
· Get our Preparation Cheat Sheets

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Leveraging the advanced administration capabilities of Salesforce

· Optimizing and extending Sales Cloud and Service Cloud apps

· Designing advanced reports, dashboards, and business-process automation

RELATED CERTIFICATIONS

Certified Administrator

Certified Advanced Administrator

Certified Platform App Builder

PREREQUISITE CERTIFICATIONS

Certified Administrator

ADMINISTRATOR RESOURCES

CERTIFIED ADMINISTRATOR

UNDERSTAND THE BASICS

▶ Watch Our Getting Started Videos	1.5 Hrs
🟢 Admin Beginner	8.75 Hrs
🟢 Learn CRM Essentials	4.5 Hrs
🅟 Getting Started: Navigating Salesforce	20 Min
🅟 Getting a Head Start with Chatter	33 Min
🔴 Using Salesforce1	3 Min
🅟 Getting Started with Managing Data	28 Min
🅟 Getting Started with Reports and Dashboards	28 Min
🅟 Getting Started: Administering Salesforce	50 Min
⭐ Join Our Success Community	

SHARPEN YOUR SKILLS

🟦 Administration Essentials for New Admins (ADM201)	5 Days
🟦 Administration Essentials for New Admins Plus Certification (ADM201C)	5 Days
🟦 Administration Essentials for New Admins Evening Course (ADM201E)	15 Days
🟦 Salesforce Proficiency Pack for Administrators (SPP201)	30 days, (1-2 hrs/day)
🟦 Administrative Essentials for New Admins in Lightning Experience (ADX201)	5 Days
🟦 Reporting Fundamentals (RPT101)	1 Day
🟦 Reporting Fundamentals in Lightning Experience (RPX101)	1 Day

PREP AND STUDY

🟦 Certification Preparation for Administrator (CRT101)	1 Day
🟧 Download the Certification Exam Guide	30 Min

CERTIFIED ADVANCED ADMINISTRATOR

UNDERSTAND THE BASICS

🟢 Admin Intermediate	5 Hrs
🟢 Admin Advanced	6 Hrs
🅟 Managing Users and Troubleshooting Login Issues	13 Min
⭐ Join Our Success Community	

SHARPEN YOUR SKILLS

🟦 Administration Essentials for Experienced Admins (ADM211)	5 Days
🟦 Certification Preparation for Advanced Administrator (CRT211)	1 Day
🅟 Administration Essentials for Experienced Admins	4.5 Hrs

PREP AND STUDY

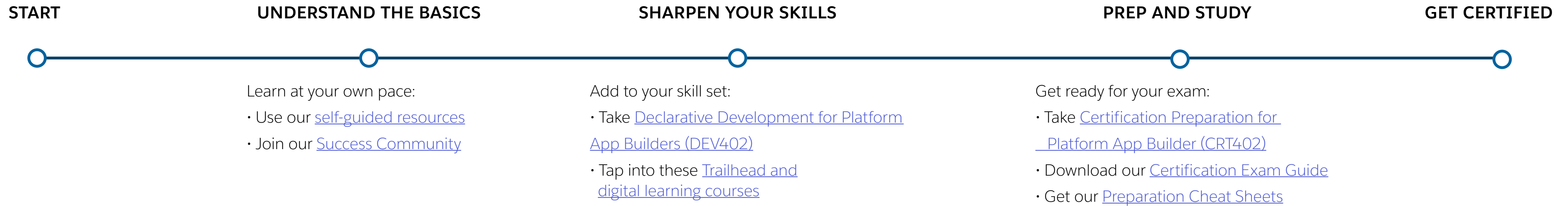|	
🟧 Download the Certification Exam Guide	30 Min

APP BUILDERS

PLATFORM APP BUILDER

The Salesforce Certified Platform App Builder credential is designed for those who can design, build, and implement custom apps using the declarative customization capabilities of the Force.com platform.

Recommended Salesforce Experience
3-6 MONTHS

Time Commitment
60-70 HRS

2 Digital Learning Courses

2 Instructor-Led Classes

7 Trailhead

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Use our self-guided resources
· Join our Success Community

Add to your skill set:
· Take Declarative Development for Platform App Builders (DEV402)
· Tap into these Trailhead and digital learning courses

Get ready for your exam:
· Take Certification Preparation for Platform App Builder (CRT402)
· Download our Certification Exam Guide
· Get our Preparation Cheat Sheets

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Designing the data model, user interface, business logic, and security for custom apps

· Customizing apps for mobile use

· Designing reports and dashboards

· Deploying custom apps

RELATED CERTIFICATIONS

Certified Administrator

Certified Advanced Administrator

Certified Platform App Builder

PREREQUISITE CERTIFICATIONS

None

APP BUILDER RESOURCES

CERTIFIED PLATFORM APP BUILDER

UNDERSTAND THE BASICS

🌲 Quickstart: Build your First App — 20 Min
🌲 Quickstart: Lightning App Builder — 20 Min
🌲 Quickstart: Lightning Process Builder — 20 Min
🌲 Data Modeling — 1 Hr
🌲 Process Automation — 1.5 Hrs
⬜ Which Automation Tool Do I Choose? — 30 Min
⬜ Order of Execution of a Save — 15 Min
▶ Who sees What? — 1 Hr
★ Join Our Success Community

SHARPEN YOUR SKILLS

🟦 Declarative Development for Platform App Builders (DEV402) — 5 Days
🟦 Certification Preparation for Platform App Builder (CRT402) — 1 Day
🌲 Build the Battle Station App — 2.5 Hrs
🌲 Build a Suggestion Box App — 2 Hrs
ⓟ Building Applications with Force.com Part 1 — 3 Hrs
ⓟ Building Applications with Force.com Part 2 — 3.5 Hrs

PREP AND STUDY

⬜ Cheat Sheet: Formulas — 30 Min
⬜ Cheat Sheet: Business Process Automation — 20 Min
⬜ Cheat Sheet: Security for Admins — 30 Min
⬜ Download the Certification Exam Guide — 30 Min

*Premier Online Training. Contact us for more information on Premier Success Services.
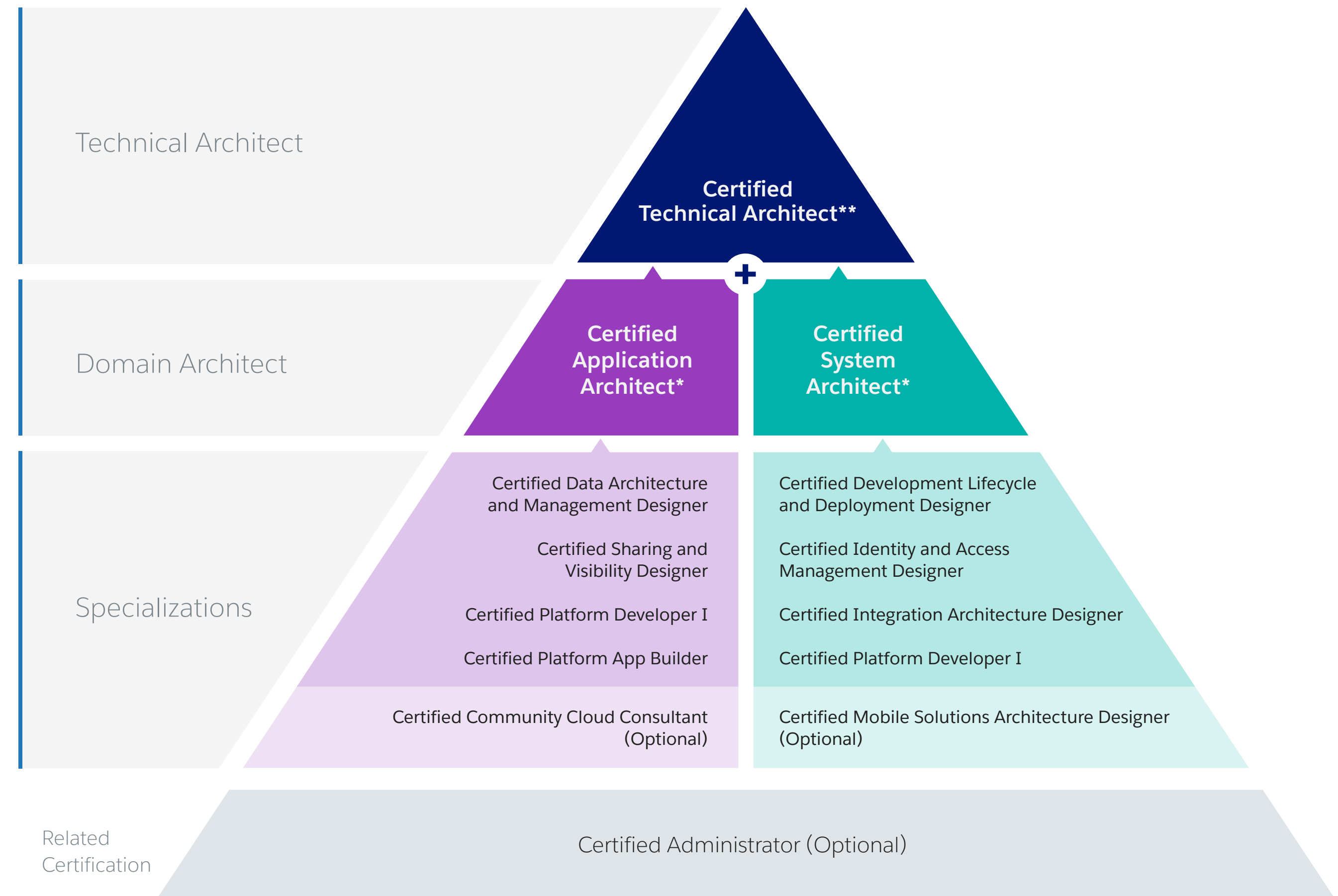
TRAILHEAD

ARCHITECTS

SALESFORCE ARCHITECT JOURNEY

YOUR JOURNEY TO THE SUMMIT

The Salesforce Architect Journey is a framework to help you acquire expertise as you chart your way to Salesforce Domain Architect, and the coveted Salesforce Certified Technical Architect credentials. You progress by building your skills and knowledge in specific domains, accumulating specialized domain Salesforce certifications along the way. The framework is well-served by our library of robust, free, self-directed training guides, which are aligned to each certification.

Technical Architect

Certified
Technical Architect**

Domain Architect

Certified
Application
Architect*

Certified
System
Architect*

Specializations

Certified Data Architecture
and Management Designer

Certified Development Lifecycle
and Deployment Designer

Certified Sharing and
Visibility Designer

Certified Identity and Access
Management Designer

Certified Platform Developer I

Certified Integration Architecture Designer

Certified Platform App Builder

Certified Platform Developer I

Certified Community Cloud Consultant
(Optional)

Certified Mobile Solutions Architecture Designer
(Optional)

Related Certification

Certified Administrator (Optional)

* Credential earned upon completion of
exams within the specializations tier,
no additional exam requirements.

** Credential earned upon successful
completion of the Domain Architect
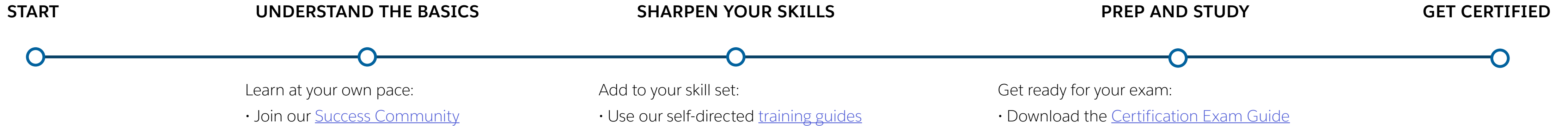tier and Review Board.

APPLICATION ARCHITECT

The Salesforce Certified Application Architect credential is designed for those who have a deep understanding of native Salesforce features and functionality, as well as the ability to model a role hierarchy, data model, and appropriate sharing mechanisms.

Recommended Salesforce Experience
5+ YEARS

Time Commitment
100+ HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Join our Success Community

Add to your skill set:
· Use our self-directed training guides

Get ready for your exam:
· Download the Certification Exam Guide

OVERVIEW

Once all four prerequisites have been completed successfully, the Salesforce Certified Application Architect certification will be granted.

You should consider earning both your Salesforce Certified System Architect and Application Architect credentials. By earning these credentials, you'll take a big step toward preparing to become a Salesforce Certified Technical Architect.

RELATED CERTIFICATIONS

Application Architect

System Architect

Technical Architect

PREREQUISITE CERTIFICATIONS

Data Architecture and Management Designer

Sharing and Visibility Designer

Platform Developer I
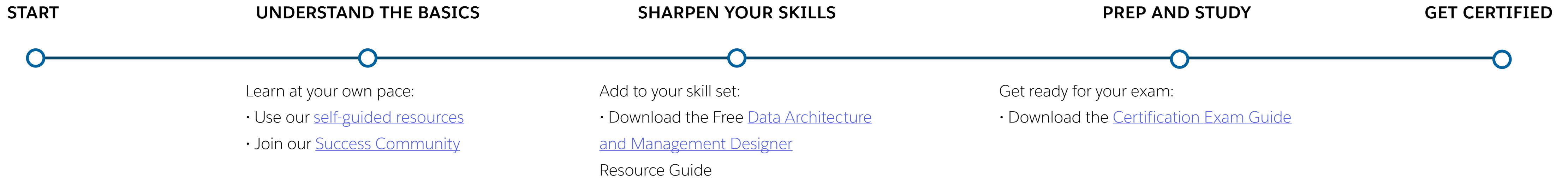
Platform App Builder

TRAILHEAD

DATA ARCHITECTURE AND MANAGEMENT DESIGNER

The Salesforce Certified Data Architecture and Management credential is designed for those who assess the architecture environment and requirements to design sound, scalable, and high-performing solutions on the Force.com platform as it pertains to enterprise data management.

CERTIFIED · PROFESSIONAL

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Recommended Salesforce Experience

5+ YEARS

Time Commitment

90+ HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Use our self-guided resources
· Join our Success Community

Add to your skill set:
· Download the Free Data Architecture and Management Designer Resource Guide

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Awareness of platform-specific design patterns and key limits

· Understanding of large-data-volume considerations, risks, and mitigation strategies

· Understanding of LDV considerations with communities

· Able to design a data and sharing model that supports an LDV environment

· Understanding data-movement best practices in an LDV environment

· Understanding strategies to build an optimized and high-performing solution

RELATED CERTIFICATIONS

Certified Development Lifecycle and Deployment Designer

Certified Integration Architecture Designer

Certified Data Architecture and Management Designer

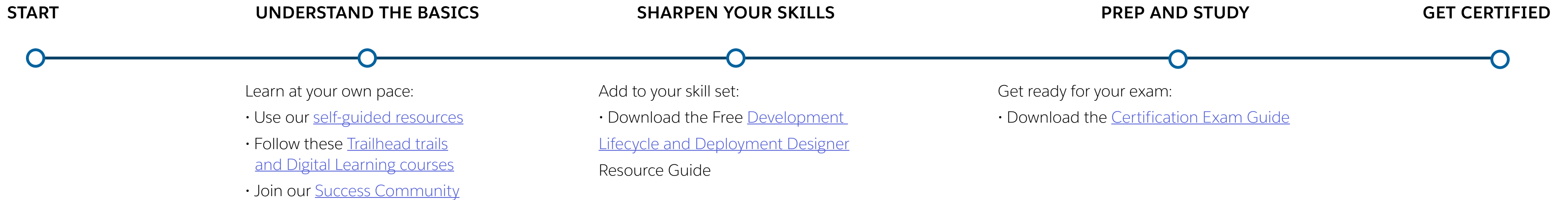### PREREQUISITE CERTIFICATIONS

None

TRAILHEAD

DEVELOPMENT LIFECYCLE AND DEPLOYMENT DESIGNER

The Salesforce Certified Development Lifecycle and Deployment credential is designed for those who assess their architecture environment and requirements, and then implement management solutions on the Force.com platform that meet those requirements.

Recommended Salesforce Experience

5+ YEARS

Time Commitment

90+ HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Use our self-guided resources
· Follow these Trailhead trails and Digital Learning courses
· Join our Success Community

Add to your skill set:
· Download the Free Development Lifecycle and Deployment Designer Resource Guide

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Experience with project and development lifecycle methodologies

· Experience providing requirements traceability through the project's lifecycle

· Awareness of Salesforce and third-party app development lifecycle tools

· Understanding test-plan design and evaluating effectiveness

RELATED CERTIFICATIONS

Certified Integration Architecture Designer

Certified Data Architecture and Management Designer

Certified Development Lifecycle and Deployment Designer

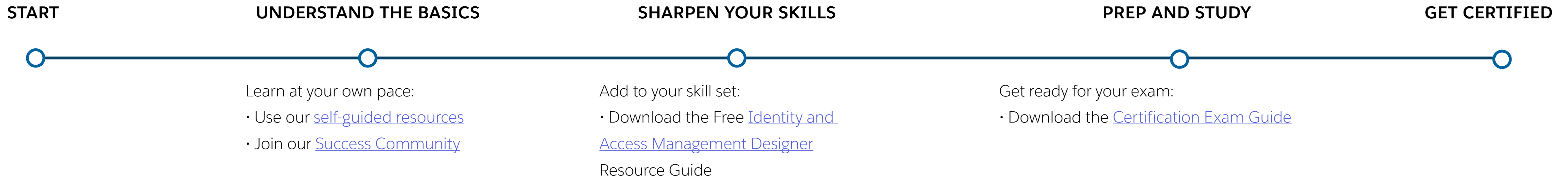## PREREQUISITE CERTIFICATIONS

None

TRAILHEAD

IDENTITY AND ACCESS MANAGEMENT DESIGNER

The Salesforce Certified Identity and Access Management credential is designed for those who assess the architecture environment and requirements and design sound, scalable and high-performing solutions on the Force.com platform that meet the Single Sign-on (SSO) requirements.

Recommended Salesforce Experience
5+ YEARS

Time Commitment
90+ HRS

CERTIFICATION PATH

START   UNDERSTAND THE BASICS   SHARPEN YOUR SKILLS   PREP AND STUDY   GET CERTIFIED

Learn at your own pace:
· Use our self-guided resources
· Join our Success Community

Add to your skill set:
· Download the Free Identity and Access Management Designer Resource Guide

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Understanding configuration requirements of delegated authentication

· Understanding Cconfiguration requirements of SAML

· Awareness of when to use IDP initiated vs. service provider initiated

· Able to describe provisioning and de-provisioning related to SAML, Oauth, and OpenID Connect

· Understanding of how trust is established between an Identity Provider and a Service Provider

· Able to determine the general identity federation capabilities that are available for a given project

RELATED CERTIFICATIONS

Mobile Solutions Architecture Designer

Sharing and Visibility Designer

Identity and Access Management Designer

PREREQUISITE CERTIFICATIONS

None

ARCHITECT TRACK

TRAILHEAD

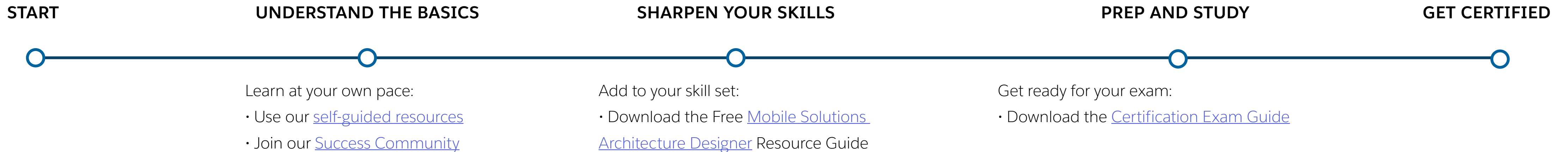# INTEGRATION ARCHITECTURE DESIGNER

The Salesforce Certified Integration Architecture credential is designed for those who assess the architecture environment to design sound and scalable technical solutions on the Force.com platform that meet end-to-end integration requirements.
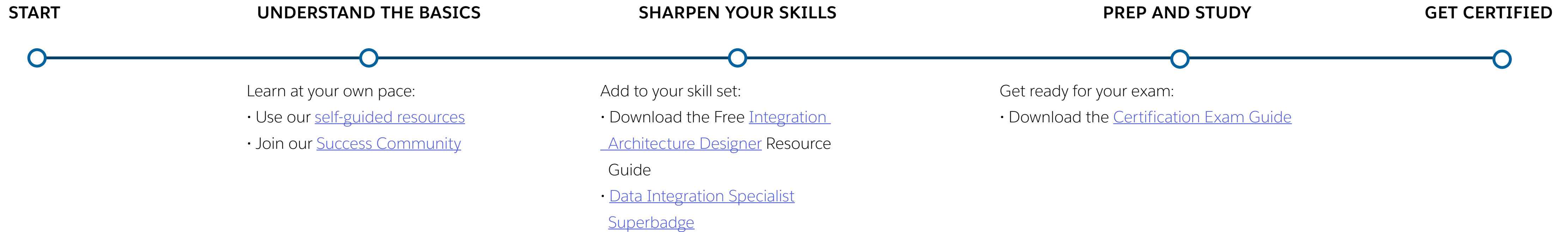
Recommended Salesforce Experience — 5+ YEARS

Time Commitment — 90+ HRS

CERTIFICATION PATH

START

UNDERSTAND THE BASICS

Learn at your own pace:
· Use our self-guided resources
· Join our Success Community

SHARPEN YOUR SKILLS

Add to your skill set:
· Download the Free Integration Architecture Designer Resource Guide
· Data Integration Specialist Superbadge

PREP AND STUDY

Get ready for your exam:
· Download the Certification Exam Guide

GET CERTIFIED

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Experience holding a technical architect role on multiple complex deployments or equivalent knowledge through participation and exposure to these types of projects

· Thorough understanding of web services in general and SOAP and REST specifically; understanding of the basic workings of HTTP/S

· Understanding the different Force.com APIs and able to design solutions using the appropriate API

· Understanding data migration considerations, design trade-offs, and common ETL tools

· Experience with common integration patterns used on the Force.com platform

· Understanding patterns and mechanisms to secure integrations such as TLS for HTTP

RELATED CERTIFICATIONS

Certified Development Lifecycle and Deployment Designer

Certified Data Architecture and Management Designer

Certified Integration Architecture Designer

PREREQUISITE CERTIFICATIONS

None

ARCHITECT TRACK

TRAILHEAD

MOBILE SOLUTIONS ARCHITECTURE DESIGNER

The Salesforce Certified Mobile Solutions Architecture Designer credential is designed for those who assess the architecture environment and requirements and design and implement sound and scalable mobile solutions on the Force.com platform that meet those requirements.

Recommended Salesforce Experience

5+ YEARS

Time Commitment

90+ HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Use our self-guided resources
· Join our Success Community

Add to your skill set:
· Download the Free Mobile Solutions Architecture Designer Resource Guide

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Describing the differences between Salesforce1, Native, HTML5 and Hybrid mobile architectures

· Defining how a customer can choose between Salesforce1 solution and a Customer Mobile Solution

· Understanding the Salesforce1 app and its configuration and customization options

· Describing how mobile solution capabilities can be enhanced via connected devices (e.g., Wearables, iBeacons)

· Identifing key potential pain points in a mobile solution and the ability to recommend key mitigation strategies for each

· Understanding of the Salesforce Mobile SDK to leverage salesforce data, provide offline capabilities and perform push notifications

RELATED CERTIFICATIONS

Identity and Access Management Designer

Sharing and Visibility Designer

Mobile Solutions Architecture Designer

PREREQUISITE CERTIFICATIONS

None

TRAILHEAD

SHARING AND VISIBILITY DESIGNER

The Salesforce Certified Sharing and Visibility credential is designed for those who assess the architecture environment and requirements and design sound, scalable, and high-performing technical solutions on the Force.com platform that meet sharing and visibility requirements.

Recommended Salesforce Experience

5+ YEARS

Time Commitment

90+ HRS

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
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Add to your skill set:
· Download the Free Sharing and Visibility Designer Resource Guide

Get ready for your exam:
· Download the Certification Exam Guide
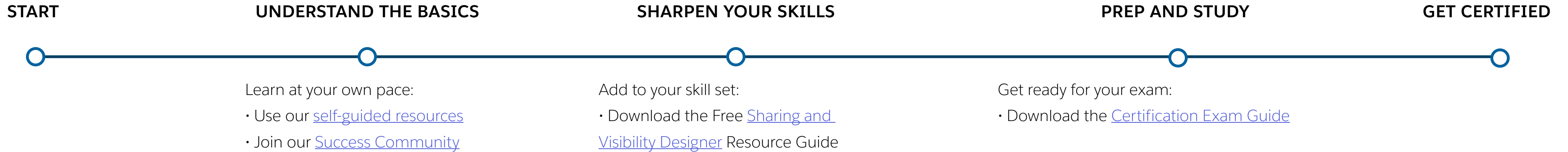
EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Creation of criteria based and ownership based sharing rules

· Understanding of org wide defaults

· Understanding of various types of licenses

· Able to describe the fundamental concepts around role hierarchy

· Articulate how Profile configuration impacts a security and sharing model

· Understanding of Apex Sharing is and when it should be used

RELATED CERTIFICATIONS

Identity and Access Management Designer

Mobile Solutions Architecture Designer

Sharing and Visibility Designer

PREREQUISITE CERTIFICATIONS

None

TRAILHEAD
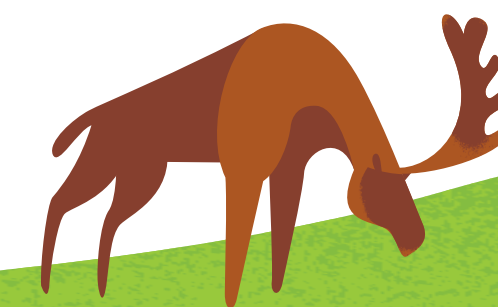
SYSTEM ARCHITECT

The Salesforce Certified System Architect credential is designed for those who focus on factors such as testing, governance, and integration to other external systems.
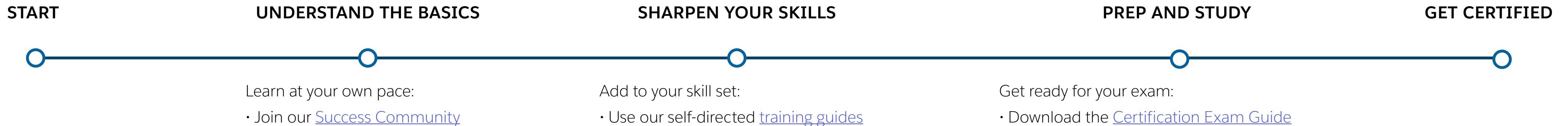
Recommended Salesforce Experience

5+ YEARS

Time Commitment

100+ HRS

CERTIFICATION PATH

START

UNDERSTAND THE BASICS

SHARPEN YOUR SKILLS

PREP AND STUDY

GET CERTIFIED

Learn at your own pace:
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Add to your skill set:
· Use our self-directed training guides

Get ready for your exam:
· Download the Certification Exam Guide

OVERVIEW

Once all four prerequisites have been completed successfully, the Salesforce Certified System Architect certification will be granted.

You should consider earning both your Salesforce Certified Application Architect and Application Architect credentials. By earning these credentials, you'll take a big step toward preparing to become a Salesforce Certified Technical Architect.

RELATED CERTIFICATIONS

System Architect

Application Architect

Technical Architect

PREREQUISITE CERTIFICATIONS

Development Lifecycle and Deployment Designer

Identity and Access Management Designer

Integration Architecture Designer

Platform Developer I

TRAILHEAD

TECHNICAL ARCHITECT

The Salesforce Certified Technical Architect credential is designed for those with broad knowledge across multiple development platforms, drawing on their skills in assessing customer architecture to design secure, high-performance technical solutions on the Force.com platform.

CERTIFIED · TECHNICAL · PROFESSIONAL
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Recommended Salesforce Experience
8+ YEARS

Time Commitment
200+ HRS

CERTIFICATION PATH

START   UNDERSTAND THE BASICS   SHARPEN YOUR SKILLS   PREP AND STUDY   GET CERTIFIED

Learn at your own pace:
· Follow these Trailhead trails and Digital Learning courses
· Join our Success Community

Add to your skill set:
· Download the Free Resource Guides associated with the Related Certifications listed below

Get ready for your exam:
· Download the Certification Exam Guides

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Designing a technical architecture solution that may span multiple platforms and include integration and authentication across systems

· Managing the development lifecycle to ensure the delivery of highly secure solutions that are optimized for performance and built to scale

· Articulating design considerations, trade-offs, benefits, and recommendations for a technical architecture

RELATED CERTIFICATIONS

Data Architecture and Management Design

Development Lifecycle and Deployment Designer

Identity and Access Management Designer

Integration Architecture Designer

Mobile Solutions Architecture Designer

Platform App Builder

Platform Developer I

Sharing and Visibility Designer

Application Architect

System Architect

Technical Architect

PREREQUISITE CERTIFICATIONS

Application Architect

System Architect

ARCHITECT TRACK

TRAILHEAD

ARCHITECT RESOURCES

CERTIFIED DATA ARCHITECTURE AND MANAGEMENT DESIGNER

UNDERSTAND THE BASICS

▢ Best Practices for Deployments with Large Data Volumes — 1 hr

▶ Managing Large Data Volumes — 52 min

▢ Extreme Force.com Data Loading Part 1: Tune Your Data Model — 3 min

★ Join our Success Community

SHARPEN YOUR SKILLS

▢ Data Architecture and Management Designer Resource Guide — 10+ days

PREP AND STUDY

▢ Download the Certification Exam Guide — 30 min

CERTIFIED DEVELOPMENT LIFECYCLE AND DEPLOYMENT DESIGNER

UNDERSTAND THE BASICS

🅿 Introduction to the Force.com Development Lifecycle — 1 hr

🌲 Introduction to Application Lifecycle Management — 20 min

🌲 Planning Your Production Deployment — 20 min

★ Join our Success Community

SHARPEN YOUR SKILLS

▢ Development Lifecycle and Deployment Designer Resource Guide — 10+ days

PREP AND STUDY

▢ Download the Certification Exam Guide — 30 min

CERTIFIED IDENTITY AND ACCESS MANAGEMENT DESIGNER

UNDERSTAND THE BASICS

▢ Architect Core Resources — 4.25 days

● Digging Deeper Into OAuth — 2 hrs

● Login Flows — 2 hrs

★ Join Our Success Community

SHARPEN YOUR SKILLS

▢ Identity and Access Management Designer Resource Guide — 10+ days

PREP AND STUDY

▢ Download the Certification Exam Guide — 30 min

*Premier Online Training. Contact us for more information on Premier Success Services.
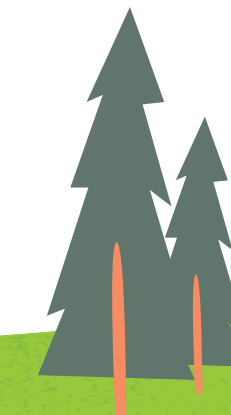
ARCHITECT RESOURCES

CERTIFIED INTEGRATION ARCHITECTURE DESIGNER

UNDERSTAND THE BASICS
☐ Integrating with the Force.com Platform — 10 min
☐ Integration — 2 min
☐ Integration Workbook — 1 hr
★ Join our Success Community

SHARPEN YOUR SKILLS
☐ Integration Architecture Designer Resource Guide — 10+ days
● Data Integration Specialist Superbadge — 8-15 hrs

PREP AND STUDY
☐ Download the Certification Exam Guide — 30 min`

CERTIFIED MOBILE SOLUTIONS ARCHITECTURE DESIGNER

UNDERSTAND THE BASICS
☐ Architect Core Resources — 4.25 days
● App Cloud Mobile Overview — 1.5 hrs
● Lightning Experience Development — 20 min
★ Join Our Success Community

SHARPEN YOUR SKILLS
☐ Mobile Solutions Architecture Designer Resource Guide — 10+ days

PREP AND STUDY
☐ Download the Certification Exam Guide — 30 min`

CERTIFIED SHARING AND VISIBILITY DESIGNER

UNDERSTAND THE BASICS
☐ Architect Core Resources — 4.25 days
● Introducing SOAP API — 2 hrs
● Introducing Apex — 2 hrs
● Designing Record Access for Enterprise Scale — 2 hrs
☐ Sharing Architecture — 1.5 hrs
★ Join Our Success Community

SHARPEN YOUR SKILLS
☐ Sharing and Visibility Designer Resource Guide — 10+ days

PREP AND STUDY
☐ Download the Certification Exam Guide — 30 min`

*Premier Online Training. Contact us for more information on Premier Success Services.

ARCHITECT RESOURCES

CERTIFIED APPLICATION ARCHITECT

UNDERSTAND THE BASICS
★ Join Our Success Community

SHARPEN YOUR SKILLS
☐ Self-Directed Training Guides   10+ days

PREP AND STUDY
☐ Download the Certification Exam Guide   30 min`

CERTIFIED SYSTEM ARCHITECT

UNDERSTAND THE BASICS
★ Join Our Success Community

SHARPEN YOUR SKILLS
☐ Self-Directed Training Guides   10+ days

PREP AND STUDY
☐ Download the Certification Exam Guide   30 min`

CERTIFIED TECHNICAL ARCHITECT

UNDERSTAND THE BASICS
☐ Architect Core Resources   4.25 days
☐ Best Practices for Deployments with Large Data Volumes   15 min
☐ Integration Patterns and Practices   30 min

SHARPEN YOUR SKILLS
☐ Technical Architect Resource Guide   90+ days

PREP AND STUDY
☐ Download the Salesforce Certified Technical Architect Exam Guide   30 min
☐ Download the Salesforce Certified Development Lifecycle and Deployment Designer Exam Guide   30 min
☐ Download the Salesforce Certified Integration Architecture Exam Guide   30 min
☐ Download the Salesforce Certified Data Architecture and Management Exam Guide   30 min
☐ Download the Salesforce Certified Identity and Access Management Designer Exam Guide   30 min
☐ Download the Salesforce Certified Sharing and Visibility Designer Exam Guide   30 min
☐ Download the Salesforce Certified Mobile Solutions Architecture Designer Exam Guide   30 min
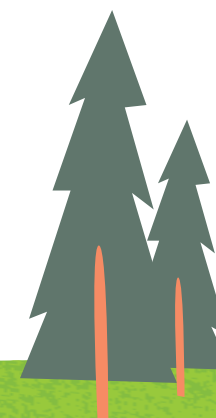
CONSULTANTS

COMMUNITY CLOUD CONSULTANT

The Salesforce Certified Community Cloud Consultant credential is designed for those who have experience implementing and consulting on the Salesforce Communities applications in a customer-facing role.
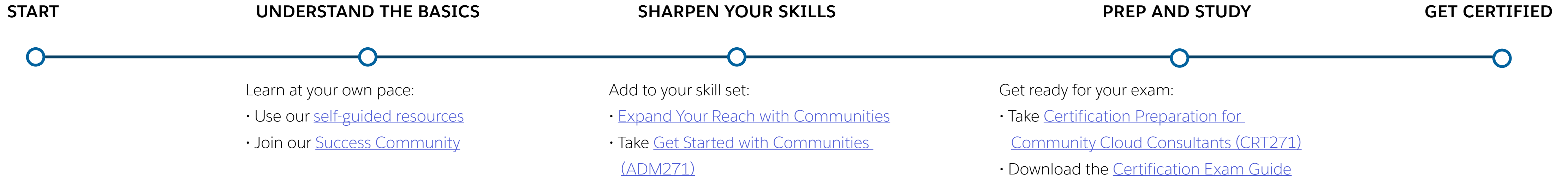
Recommended Salesforce Experience
2-5 YEARS

Time Commitment
30-40 HRS

0 Digital Learning Courses

2 Instructor-Led Classes

1 Trailhead

CERTIFIED · PROFESSIONAL · salesforce

CERTIFICATION PATH

START

UNDERSTAND THE BASICS

Learn at your own pace:
· Use our self-guided resources
· Join our Success Community

SHARPEN YOUR SKILLS

Add to your skill set:
· Expand Your Reach with Communities
· Take Get Started with Communities (ADM271)

PREP AND STUDY

Get ready for your exam:
· Take Certification Preparation for Community Cloud Consultants (CRT271)
· Download the Certification Exam Guide

GET CERTIFIED

EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

· Describing how to set up a custom domain for a Community.

· Determining the steps to configure and set up Knowledge within a Community.

· Understanding how to customize navigation to given requirements in a template-based Community.

· Determining the steps to install and set up Lightning components.

· Understanding the steps to set up Community dashboards and insights.

· Explaining Community moderation features.

RELATED CERTIFICATIONS

Certified Marketing Cloud Consultant

Certified Community Cloud Consultant

PREREQUISITE CERTIFICATIONS

Certified Administrator

*Online Training. Contact us for more information on Premier Success Services.

TRAILHEAD
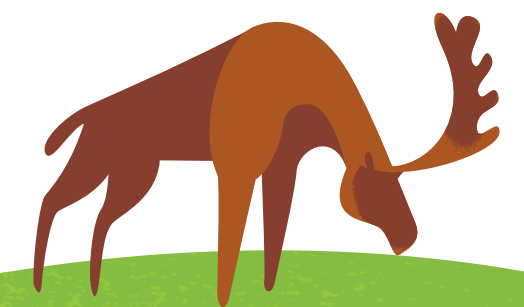
FIELD SERVICE LIGHTNING CONSULTANT

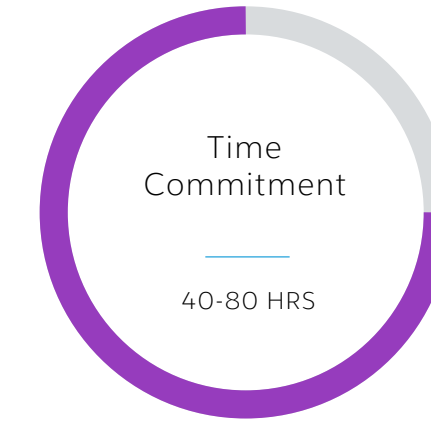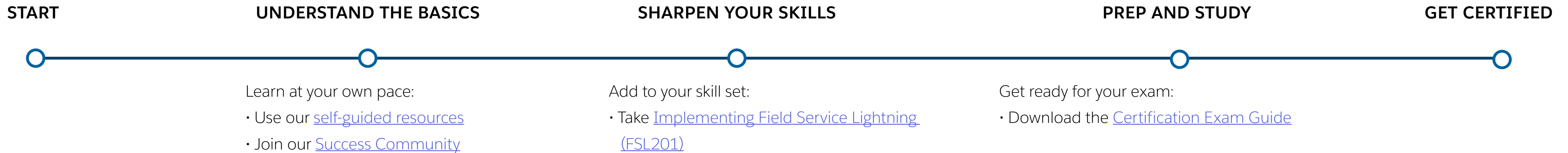The Salesforce Certified Field Service Lightning credential is designed for individuals who have proven experience with the administration and configuration of a Salesforce application and is capable of consulting with customers on Field Service operations.

Recommended Salesforce Experience
2-5 YEARS

Time Commitment
40-80 HRS

0 Digital Learning Courses

1 Instructor-Led Classes

0 Trailhead

CERTIFICATION PATH

START · UNDERSTAND THE BASICS · SHARPEN YOUR SKILLS · PREP AND STUDY · GET CERTIFIED

UNDERSTAND THE BASICS
Learn at your own pace:
· Use our self-guided resources
· Join our Success Community

SHARPEN YOUR SKILLS
Add to your skill set:
· Take Implementing Field Service Lightning (FSL201)

PREP AND STUDY
Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Determine how to build work order processes, parameters and templates

· Troubleshoot, escalate, and resolve cases based on field service scenarios

· Apply procedural concepts to setup entitlement process for work order objects

· Determine how to manage and track asset installation, movement, and/or decommission

RELATED CERTIFICATIONS

Certified Sales Cloud Consultant

Certified Community Cloud Consultant

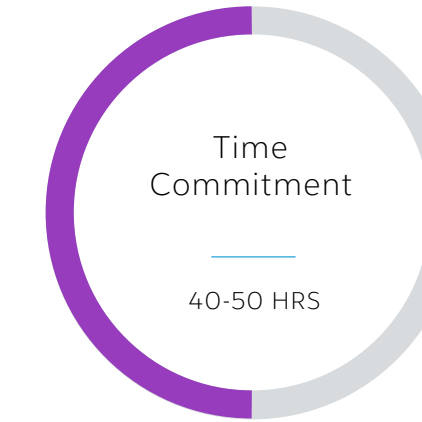Field Service Lightning Consultant

PREREQUISITE CERTIFICATIONS

Certified Administrator

Certified Service Cloud Consultant
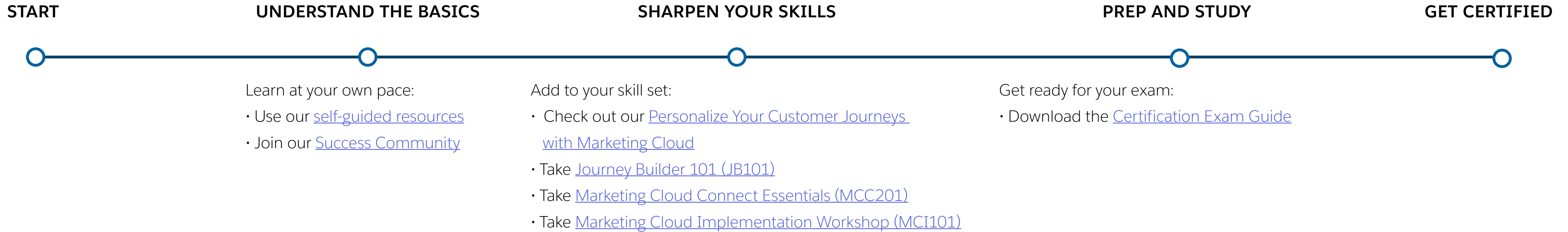
CONSULTANT TRACK

TRAILHEAD

MARKETING CLOUD CONSULTANT

The Salesforce Certified Marketing Cloud Consultant credential is designed for those who can set up and implement Salesforce Marketing Cloud Email app tools, providing solutions to execute both tactical and strategic email campaigns.

Recommended Salesforce Experience

12 MONTHS

Time Commitment

40-50 HRS

0   Digital Learning Courses

3   Instructor-Led Classes

1   Trailhead

CERTIFICATION PATH

START   UNDERSTAND THE BASICS   SHARPEN YOUR SKILLS   PREP AND STUDY   GET CERTIFIED

Learn at your own pace:
· Use our self-guided resources
· Join our Success Community

Add to your skill set:
· Check out our Personalize Your Customer Journeys with Marketing Cloud
· Take Journey Builder 101 (JB101)
· Take Marketing Cloud Connect Essentials (MCC201)
· Take Marketing Cloud Implementation Workshop (MCI101)

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

· Incorporating different tools such as content areas, portfolio, segmentation, automation, tracking and analytics

· Configuring account setup and administration

· Defining and executing email-data interactions

· Making data-driven decisions to optimize customer solutions

· Troubleshooting and solving platform issues

RELATED CERTIFICATIONS

Certified Marketing Cloud Email Specialist

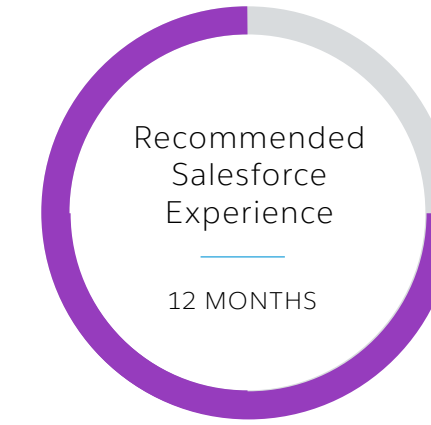Certified Marketing Cloud Consultant

PREREQUISITE CERTIFICATIONS

Certified Marketing Cloud Email Specialist
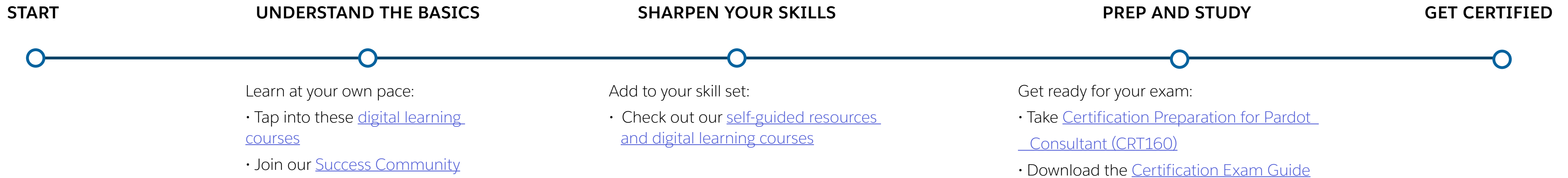
CONSULTANT TRACK

TRAILHEAD

PARDOT CONSULTANT

The Salesforce Certified Pardot Consultant credential is designed for those who have experience implementing Pardot in a customer-facing role, designing and implementing solutions that meet customers' business requirements and contributing to their long-term success.

Recommended Salesforce Experience
12 MONTHS

Time Commitment
15-25 HRS

7 Digital Learning Courses

1 Instructor-Led Classes

0 Trailhead

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Tap into these digital learning courses
· Join our Success Community

Add to your skill set:
· Check out our self-guided resources and digital learning courses

Get ready for your exam:
· Take Certification Preparation for Pardot Consultant (CRT160)
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

· Managing users, prospects, and data

· Maintaining and customizing the Salesforce Integration

· Building emails, forms, and automation tools

RELATED CERTIFICATIONS

Certified Pardot Specialist

Certified Pardot Consultant

PREREQUISITE CERTIFICATIONS
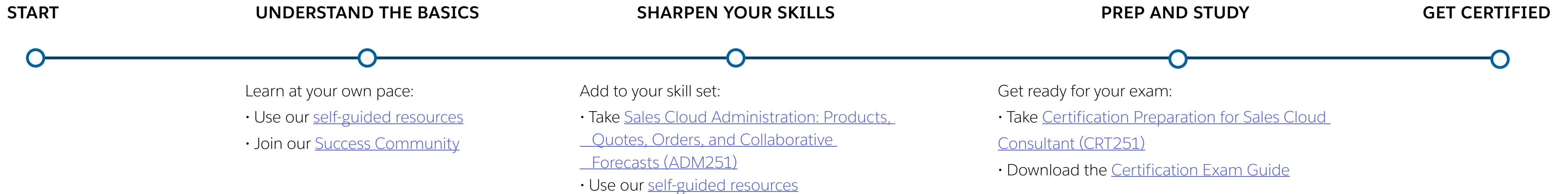
Certified Pardot Specialist

SALES CLOUD CONSULTANT

The Salesforce Certified Sales Cloud Consultant credential is designed for those who have experience implementing Sales Cloud in a customer-facing role, successfully designing and implementing solutions that are maintainable and scalable.

Recommended Salesforce Experience
2-5 YEARS

Time Commitment
40-50 HRS

8 Digital Learning Courses

3 Instructor-Led Classes

0 Trailhead

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Use our self-guided resources
· Join our Success Community

Add to your skill set:
· Take Sales Cloud Administration: Products, Quotes, Orders, and Collaborative Forecasts (ADM251)
· Use our self-guided resources

Get ready for your exam:
· Take Certification Preparation for Sales Cloud Consultant (CRT251)
· Download the Certification Exam Guide

EXAM OVERVIEW

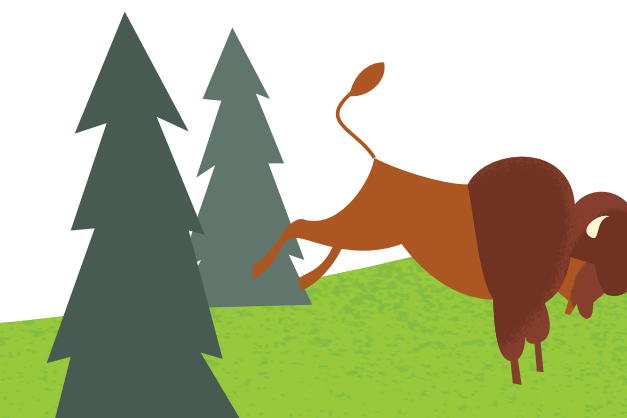Here are some examples of the concepts you should understand to pass the exam:

· Designing Sales and Marketing solutions to meet business requirements

· Designing apps and interfaces that maximize user productivity

· Managing data and design analytics to track key Sales Cloud metrics

RELATED CERTIFICATIONS

Certified Service Cloud Consultant

Certified Sales Cloud Consultant

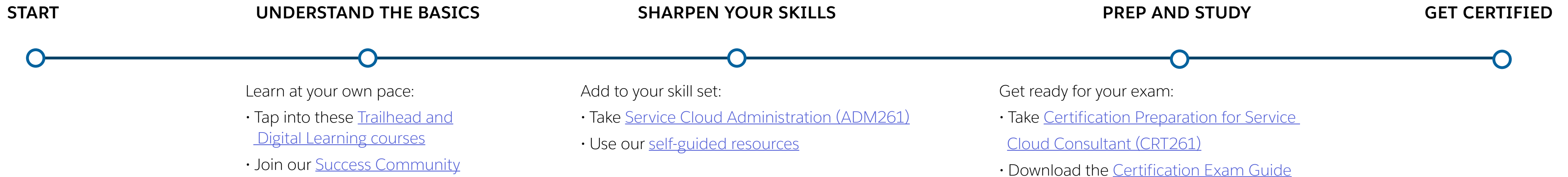## PREREQUISITE CERTIFICATIONS

Certified Administrator

SERVICE CLOUD CONSULTANT

The Salesforce Certified Service Cloud Consultant credential is designed for those who have experience implementing Service Cloud in a customer-facing role, successfully designing and implementing maintainable and scalable solutions that meet customer business requirements.

Recommended Salesforce Experience
2-5 YEARS

Time Commitment
30-40 HRS

5 — Digital Learning Courses

2 — Instructor-Led Classes

2 — Trailhead

CERTIFICATION PATH

START   UNDERSTAND THE BASICS   SHARPEN YOUR SKILLS   PREP AND STUDY   GET CERTIFIED

Learn at your own pace:
· Tap into these Trailhead and Digital Learning courses
· Join our Success Community

Add to your skill set:
· Take Service Cloud Administration (ADM261)
· Use our self-guided resources

Get ready for your exam:
· Take Certification Preparation for Service Cloud Consultant (CRT261)
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:

· Designing contact center solutions that make use of cases, knowledge base, and portals

· Designing interaction channels and building interfaces to maximize agent productivity

· Managing data and design analytics that track key industry metrics

RELATED CERTIFICATIONS

Certified Sales Cloud Consultant

Certified Service Cloud Consultant

PREREQUISITE CERTIFICATIONS

Certified Administrator

CONSULTANT RESOURCES

CERTIFIED COMMUNITY CLOUD CONSULTANT

UNDERSTAND THE BASICS
★ Join Our Success Community

SHARPEN YOUR SKILLS
🔺 Expand Your Reach with Communities — 9 hrs 40 mins
🟦 Get Started with Communities (ADM271) — 1 day

PREP AND STUDY
🟦 Certification Preparation for Community Cloud Consultants (CRT271) — 1 day
🟨 Download the Certification Exam Guide — 30 min

CERTIFIED FIELD SERVICE LIGHTNING CONSULTANT

UNDERSTAND THE BASICS
★ Join Our Success Community

SHARPEN YOUR SKILLS
🟦 Implementing Field Service Lightning (FSL201) — 3 days

PREP AND STUDY
🟨 Download the Certification Exam Guide — 30 min

CERTIFIED MARKETING CLOUD CONSULTANT

UNDERSTAND THE BASICS
★ Join Our Success Community

SHARPEN YOUR SKILLS
🔺 Personalize Your Customer Journeys with Marketing Cloud — 2 hrs 55 mins
🟦 Journey Builder 101 (JB101) — 1 day
🟦 Marketing Cloud Connect Essentials (MCC201) — 4 days
🟦 Marketing Cloud Implementation Workshop (MCI101) — 3 days

PREP AND STUDY
🟨 Download the Certification Exam Guide — 30 min

*Premier Online Training. Contact us for more information on Premier Success Services.

TRAILHEAD

CONSULTANT RESOURCES

CERTIFIED PARDOT CONSULTANT

UNDERSTAND THE BASICS

Ⓟ Pardot: Overview	1.4 hrs
Ⓟ Pardot: Administrative User	35 min
Ⓟ Pardot: Managing Content	1.5 hrs
Ⓟ Pardot: Lead Generation	1.8 hrs
Ⓟ Pardot: Lead Qualification	1.1 hrs
▶ Pardot Permission-Based Marketing Policy	1 min
▶ Maintaining Compliance While Maintaizning Lead Generation	2 min
▶ Introduction to Forms	1 min
▶ Geting Started with Email Authentication	1 min
▶ Salesforce Connector Introduction	1 min
🟨 Filters Overview	10 min
🟨 Prospect Audits Overview	10 min
🟨 Form Reporting Overview	10 min
🟨 Getting Started with the Salesforce Connector	5 min
🟨 Handling Opportunities in Pardot	15 min
🟨 Salesforce Campaigns Overview	10 min
🟨 Getting Started with Email Flow	10 min
🟨 Salesforce Connector Setup Guide	5 min
🟨 The Complete Guide to Lead Nurturing	20 min
⭐ Join Our Success Community	

SHARPEN YOUR SKILLS

Ⓟ Pardot: Automating Business Process	1.5 hrs
Ⓟ Pardot: Connectors	1.2 hrs
🟨 Tracking Opt-in by Country	10 min
🟨 Submissions vs. Conversions	5 min
🟨 Content Reporting	10 min
🟨 Conversions Reporting	5 min
🟨 Landing Page Reporting	5 min
🟨 Prospect Lifecycle Reporting	15 min
🟨 Individual Prospect Lifecycle Report Overview	10 min
🟨 Advanced Email Analytics Overview	20 min
🟨 Wistia Connector Overview	10 min
🟨 Data.com Connector	10 min
🟨 FullContact Social Profile Lookup Connector Overview	10 min
🟨 Webex Connector Overview	10 min
🟨 Why Can't I Log In?	10 min
🟨 Testing with Email Flow	10 min
🟨 Email Reporting	15 min
🟨 Automated Lead Scoring and Grading	20 min
▶ Pardot Campaigns vs. Salesforce Campaigns	2 min
▶ Automation Rules vs. Completion Actions	2 min
▶ Automation Rules vs. Segmentation Rules	2 min

PREP AND STUDY

🟦 Certification Preparation for Pardot Consultant (CRT 160)	5 Days (3 hrs/day)
🟨 Download the Certification Exam Guide	30 min

*Premier Online Training. Contact us for more information on Premier Success Services.

TRAILHEAD

CONSULTANT RESOURCES

■ Instructor-Led Training ▲ Trailhead ● Digital Learning Ⓟ Premier Digital Learning* ▶ Video ☐ Reference Materials ★ Communities

CERTIFIED SALES CLOUD CONSULTANT

UNDERSTAND THE BASICS

Ⓟ Implementing Sales and Marketing — 1.5 hrs
Ⓟ Setting Up and Building Communities — 50 min
Ⓟ Setting Up Collaborative Forecasts — 45 min
Ⓟ Configuring Salesforce for Outlook — 29 min
Ⓟ Getting a Head Start with Chatter — 32 min
Ⓟ Getting Started with Data.com — 16 min
▶ Getting Started with Work.com — 3 min
● Using Salesforce 1 — 2 min
Ⓟ Getting Started Using Sales Cloud — 29 min
★ Join Our Success Community

SHARPEN YOUR SKILLS

☐ Implementation Guide: A Guide to Sharing Architecture — 15 min
☐ Implementation Guide: Campaign Management — 40 min
☐ Implementation Guide: Deploying Territory Management — 1 hr
☐ Implementation Guide: Implementing Person Accounts — 30 min
☐ Implementation Guide: International Organizations: Using Multiple Currencies — 15 min
☐ Decision Guide: Territory Management — 20 min
■ Sales Cloud Administration: Products, Quotes, Orders, and Collaborative Forecasts (ADM251) — 1 day
■ Sales Cloud Training For Sales Managers in Lightning Experience (SLX201) — 1 day

PREP AND STUDY

■ Certification Preparation for Sales Cloud Consultant (CRT251) — 1 day
▶ Preparing for the Certified Sales Cloud Consultant Exam — 4 min
☐ Download the Certification Exam Guide — 30 min

CERTIFIED SERVICE CLOUD CONSULTANT

UNDERSTAND THE BASICS

Ⓟ Implementing Case Management Across Channels — 2.2 hrs
Ⓟ Implementing Salesforce Knowledge — 1.6 hrs
Ⓟ Setting Up and Building Communities — 50 min
Ⓟ Getting Started using Service Cloud — 34 min
▲ Service Cloud Basics — 2 hrs
★ Join Our Success Community

SHARPEN YOUR SKILLS

▲ Keep Customers Happy with Service Cloud — 11 hrs 30 mins
■ Service Cloud Administration (ADM261) — 2 days
Ⓟ Administration Essentials for the Service Cloud — 57 min

PREP AND STUDY

■ Certification Preparation for Service Cloud Consultant (CRT261) — 1 day
▶ Preparing for the Certified Service Cloud Consultant Exam — 6 min
☐ Download the Certification Exam Guide — 30 min

*Premier Online Training. Contact us for more information on Premier Success Services.
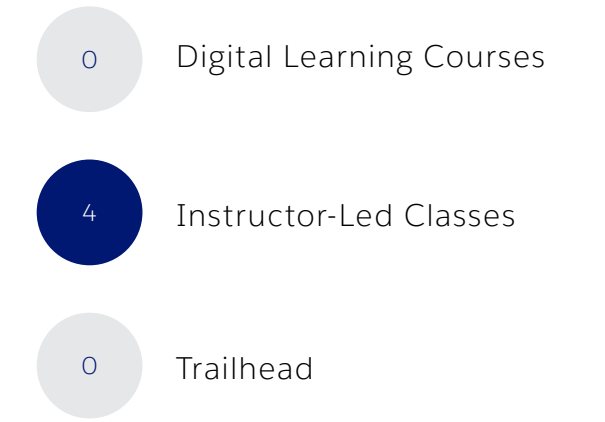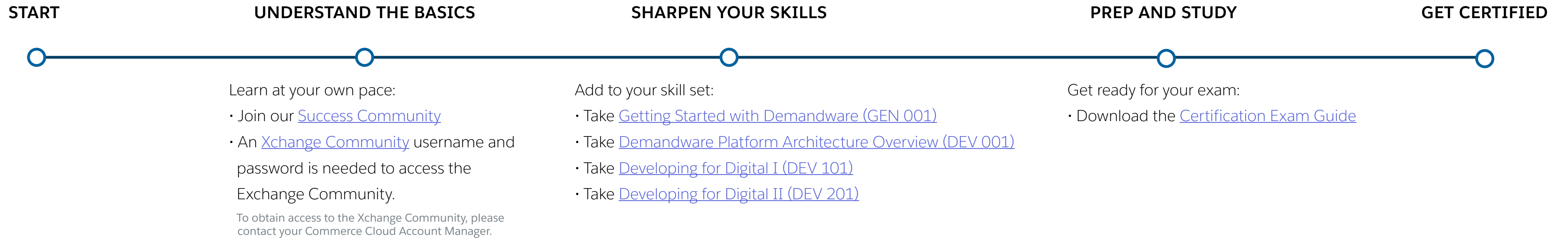
TRAILHEAD

DEVELOPERS

COMMERCE CLOUD DIGITAL DEVELOPER

The Salesforce Certified Commerce Cloud Digital Developer credential is designed for those who have knowledge and skills in using Commerce Cloud to develop an eCommerce solution.

Recommended Salesforce Experience
3-6 MONTHS

Time Commitment
75-85 HRS

0 Digital Learning Courses

4 Instructor-Led Classes

0 Trailhead

CERTIFICATION PATH

START   UNDERSTAND THE BASICS   SHARPEN YOUR SKILLS   PREP AND STUDY   GET CERTIFIED

Learn at your own pace:
· Join our Success Community
· An Xchange Community username and password is needed to access the Exchange Community.

To obtain access to the Xchange Community, please contact your Commerce Cloud Account Manager.

Add to your skill set:
· Take Getting Started with Demandware (GEN 001)
· Take Demandware Platform Architecture Overview (DEV 001)
· Take Developing for Digital I (DEV 101)
· Take Developing for Digital II (DEV 201)

Get ready for your exam:
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Troubleshoot file synchronization issues between UX Studio and the sandbox environment

· Work with the product data model to manage products, their categorization, and associated inventory

· Modify site search preferences and settings to enable searching for a specified product attribute

· Create a custom object type to store a custom data type

RELATED CERTIFICATIONS

Commerce Cloud Digital Developer

Certified Platform Developer I

Certified Platform Developer II

PREREQUISITE CERTIFICATIONS
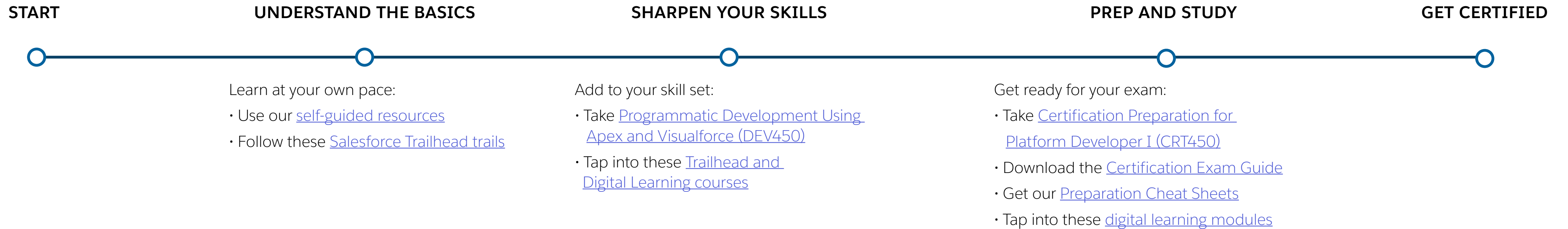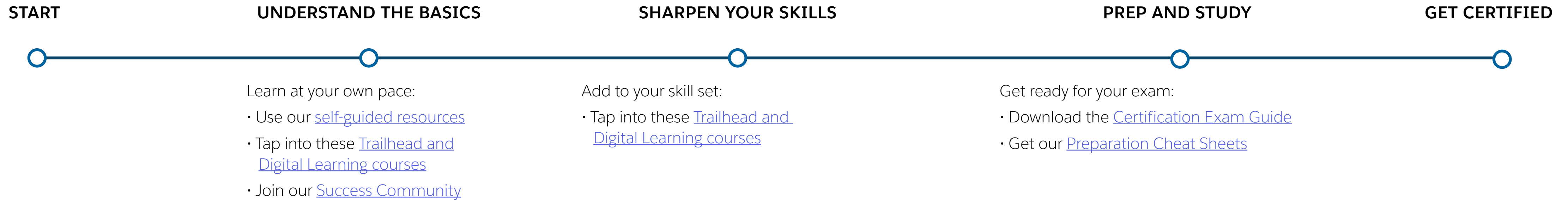
None

TRAILHEAD

PLATFORM DEVELOPER I

The Salesforce Certified Platform Developer I credential is designed for those who have knowledge, skills, and experience building custom declarative and programmatic apps on the Force.com platform.

Recommended Salesforce Experience
3-6 MONTHS

Time Commitment
75-85 HRS

4 Digital Learning Courses

2 Instructor-Led Classes

8 Trailhead

CERTIFICATION PATH

START **UNDERSTAND THE BASICS** **SHARPEN YOUR SKILLS** **PREP AND STUDY** **GET CERTIFIED**

Learn at your own pace:
- Use our self-guided resources
- Follow these Salesforce Trailhead trails

Add to your skill set:
- Take Programmatic Development Using Apex and Visualforce (DEV450)
- Tap into these Trailhead and Digital Learning courses

Get ready for your exam:
- Take Certification Preparation for Platform Developer I (CRT450)
- Download the Certification Exam Guide
- Get our Preparation Cheat Sheets
- Tap into these digital learning modules

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Design the data model, user interface, business logic, and security for custom apps

- Customizing apps for mobile use

- Designing reports and dashboards

- Deploying custom apps

RELATED CERTIFICATIONS

Certified Platform Developer I

Certified Platform Developer II

Commerce Cloud Digital Developer

PREREQUISITE CERTIFICATIONS

None

PLATFORM DEVELOPER II

The Salesforce Certified Platform Developer II credential is designed for those with advanced skills and knowledge in the programmatic capabilities of the Force.com platform and data-modeling practices.

Recommended Salesforce Experience
2-4 YEARS

Time Commitment
35-45 HRS

2 Digital Learning Courses

0 Instructor-Led Classes

8 Trailhead

CERTIFICATION PATH

START — UNDERSTAND THE BASICS — SHARPEN YOUR SKILLS — PREP AND STUDY — GET CERTIFIED

Learn at your own pace:
· Use our self-guided resources
· Tap into these Trailhead and Digital Learning courses
· Join our Success Community

Add to your skill set:
· Tap into these Trailhead and Digital Learning courses

Get ready for your exam:
· Download the Certification Exam Guide
· Get our Preparation Cheat Sheets

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Designing, developing, testing, and deploying programmatic solutions that are maintainable and re-usable

· Following Apex design patterns and object-oriented programming best practices

RELATED CERTIFICATIONS

Certified Platform Developer I

Certified Platform Developer II

Commerce Cloud Digital Developer

PREREQUISITE CERTIFICATIONS

Certified Platform Developer I

TRAILHEAD

DEVELOPER RESOURCES

CERTIFIED COMMERCE CLOUD DIGITAL DEVELOPER

UNDERSTAND THE BASICS

⭐ Join Our Success Community

⭐ An Xchange Community username and password is needed to access the Exchange Community.

To obtain access to the Xchange Community, please contact your Commerce Cloud Account Manager.

SHARPEN YOUR SKILLS

🟦 Getting Started with Demandware (GEN001) — 3 days

🟦 Demandware Platform Architecture Overview (DEV001) — 3 days

🟦 Developing for Digital I (DEV101) — 5 days

🟦 Developing for Digital II (DEV201) — 5 days

PREP AND STUDY

⬜ Download the Certification Exam Guide — 30 min`

CERTIFIED PLATFORM DEVELOPER I

UNDERSTAND THE BASICS

🟢 Developer Beginner — 15.75 hrs

🟢 Visualforce Basics — 2.5 hrs

🟢 Data Modeling — 1 hr

🟢 Quickstart Apex — 20 min

🟢 Quickstart: Lightning Components — 30 min

🟢 Quickstart: Visualforce — 15 min

⬜ Guide to Limits — 2 min

⬜ Order of Execution of a Save — 6 min

⬜ Development Lifecycle management — 1.5 hr

Ⓟ Get Started with Visualforce — 22 min

SHARPEN YOUR SKILLS

🟦 Programmatic Development Using Apex and Visualforce (DEV450) — 5 days

🟢 Build a Conference Management App — 3.7 hrs

🟢 Build a Visualforce App — 50 min

Ⓟ Apex — 5.75 hrs

PREP AND STUDY

🟦 Certification Preparation for Platform Developer I (CRT450) — 1 day

⬜ Cheat Sheet: Apex Code — 15 min

⬜ Cheat Sheet: Visualforce — 10 min

⬜ Download the Certification Exam Guide — 30 min

Ⓟ Creating Lightning Components — 1 hr

Ⓟ Visualforce Controllers — 2 hrs

DEVELOPER TRACK

*Premier Online Training. Contact us for more information on Premier Success Services.

DEVELOPER RESOURCES

CERTIFIED PLATFORM DEVELOPER II

UNDERSTAND THE BASICS

▲ Developer Intermediate	18 hrs
▲ Visualforce Basics	2.5 hrs
▲ Process Automation	1.5 hrs
▲ Securing Your User's Identity	20 min
☐ Compound Fields	1.5 min
☐ A Guide to Sharing Architecture	36 min
☐ Visualforce Performance	1 min
☐ Best Practices for Deployments with Large Data Volumes	1.5 min
☐ Order of Execution of a Save	6 min
Ⓟ Integrating with SOAP API	1 hr
Ⓟ Introduction to the REST API	45 min

SHARPEN YOUR SKILLS

▲ Lightning App with SLDS	50 min
▲ Visualforce with SLDS	50 min
▲ Build a Geolocation App	1.2 hrs
▲ Build a Conference Management App	3.6 hrs

PREP AND STUDY

☐ Cheat Sheet: Lightning UI	10 min
☐ Cheat Sheet: Rest API	12 min
☐ Cheat Sheet: Soap API	12 min
☐ Cheat Sheet: Security for Developers	6 min
☐ Cheat Sheet: Search and Query Optimization	8 min
☐ Download the Certification Exam Guide	30 min

*Premier Online Training. Contact us for more information on Premier Success Services.

TRAILHEAD

SPECIALISTS

CPQ SPECIALIST

The Salesforce Certified CPQ Specialist credential is designed for individuals who have experience implementing the Salesforce CPQ solution.

Recommended Salesforce Experience
6-12 MONTHS

Time Commitment
15-25 HRS

0 Digital Learning Courses

2 Instructor-Led Classes

0 Trailhead

CERTIFICATION PATH

START
UNDERSTAND THE BASICS
SHARPEN YOUR SKILLS
PREP AND STUDY
GET CERTIFIED

Learn at your own pace:
· Tap into these digital learning courses
· Join our Success Community

Add to your skill set:
· Take Salesforce CPQ Admin Essentials for New Administrators (CPQ201)
· Take Salesforce CPQ Admin Essentials for Experienced Administrators (CPQ211)

Get ready for your exam:
· Download the Certification Exam Guide
· Review Knowledge Base Study Materials
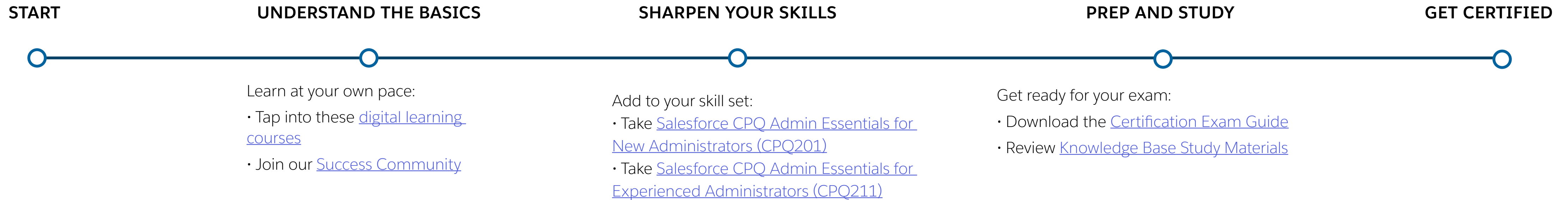
EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Build solutions to support business process

· Troubleshoot and solve basic platform issues

· Generate renewal and amendment quotes

· Configure user permissions, record types, and page layouts

RELATED CERTIFICATIONS

CPQ Specialist

Marketing Cloud Email Specialist
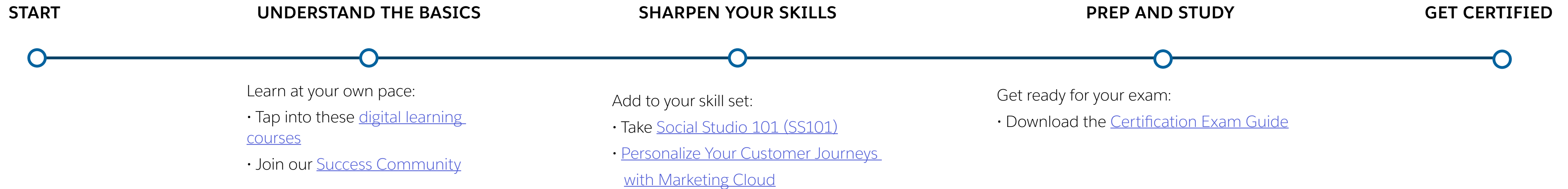
Pardot Specialist

PREREQUISITES:

None

TRAILHEAD

MARKETING CLOUD EMAIL SPECIALIST

The Salesforce Certified Marketing Cloud Email Specialist credential is designed for those who can demonstrate knowledge, skills, and experience in email marketing best practices – including message design, subscriber and data management, inbox delivery, and external integrations.
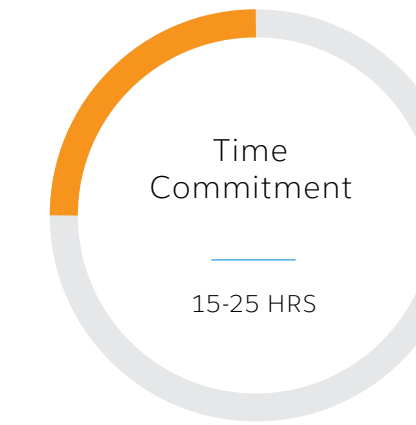
CERTIFIED · PROFESSIONAL

Recommended Salesforce Experience

6-12 MONTHS

Time Commitment

15-25 HRS

9   Digital Learning Courses

3   Instructor-Led Classes

1   Trailhead

CERTIFICATION PATH

START   UNDERSTAND THE BASICS   SHARPEN YOUR SKILLS   PREP AND STUDY   GET CERTIFIED

Learn at your own pace:
- Tap into these digital learning courses
- Join our Success Community

Add to your skill set:
- Personalize Your Customer Journeys with Marketing Cloud
- Take Essentials for Marketing Cloud Email Marketers (EEB101)
- Take Content Builder Essentials for the Digital Marketer (EML101)

Get ready for your exam:
- Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

- Building relational data models

- Sending emails via Email app sending methods

- Building complex email automations

- Running reports of email-tracking data

- Troubleshooting and solving basic platform issues

- Having a general knowledge of email marketing terminology and best practices

RELATED CERTIFICATIONS

Certified Marketing Cloud Social Specialist

Certified Marketing Cloud Email Specialist

PREREQUISITES:

None

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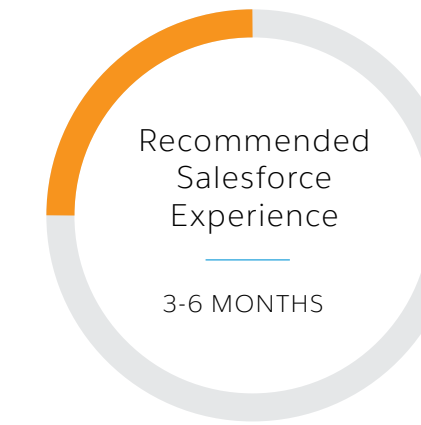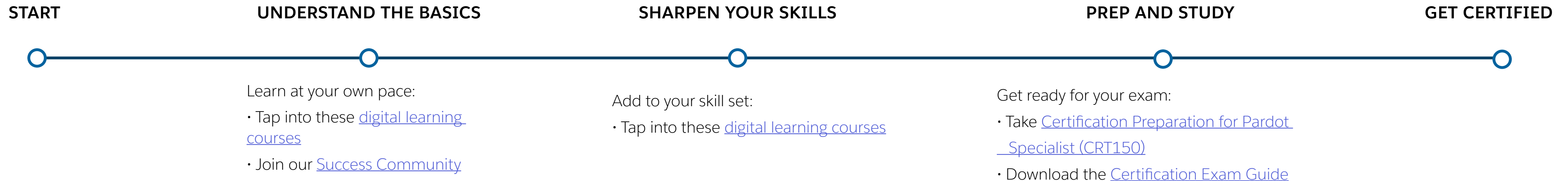
MARKETING CLOUD SOCIAL SPECIALIST

The Salesforce Certified Marketing Cloud Social Specialist credential is designed for those who can demonstrate knowledge, skills, and experience using the components of Social Studio for post creation, management and analysis of conversations, and reporting.

Recommended Salesforce Experience

6-12 MONTHS

Time Commitment

10-20 HRS

1 Digital Learning Courses

1 Instructor-Led Classes

1 Trailhead

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EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Building strategic social media processes, incorporating different tools like Publish, Engage, and Analyze

· Designing workflows to support business processes and reporting requirements

· Troubleshooting and solving basic platform issues

· Having a general knowledge of social media terminology

RELATED CERTIFICATIONS

Certified Marketing Cloud Email Specialist

Certified Marketing Cloud Social Specialist

PREREQUISITES:

None

PARDOT SPECIALIST

The Salesforce Certified Pardot Specialist credential is designed for those who can demonstrate skills and knowledge in designing, building, and implementing marketing workflows through the Pardot platform.

Recommended Salesforce Experience
3-6 MONTHS

Time Commitment
20-30 HRS

18 Digital Learning Courses

1 Instructor-Led Classes

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Get ready for your exam:
· Take Certification Preparation for Pardot Specialist (CRT150)
· Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

· Designing workflows to support business process and reporting requirements

· Being familiar with native integrations and the options

available to deploy connectors and manage those processes

· Building marketing assets like email templates and forms

· Troubleshooting and solving basic platform issues

RELATED CERTIFICATIONS

Certified Pardot Specialist

Certified Pardot Consultant

PREREQUISITES:

None

SPECIALIST TRACK

TRAILHEAD

SPECIALIST RESOURCES

CERTIFIED CPQ SPECIALIST

UNDERSTAND THE BASICS

⭐ Join Our Success Community

SHARPEN YOUR SKILLS

🟦 Salesforce CPQ Admin Essentials for New Administrators (CPQ201)   2 days

🟦 Salesforce CPQ Admin Essentials for Experienced Administrators (CPQ211)   4 days

PREP AND STUDY

▫ Download the Certification Exam Guide   30 min

▫ Review Knowledge Base Study Materials   1-2 days

CERTIFIED MARKETING CLOUD EMAIL SPECIALIST

UNDERSTAND THE BASICS

Ⓟ Paste Plain Text and HTML into Content Area Boxes   7 min

Ⓟ Email: Send Classifications   18 min

⬤ Email Approvals   30 min

Ⓟ Email: Dynamic Content   6 min

⬤ Drag-and-Drop Segmentation for   14 min

⬤ Data Extensions

Ⓟ Automation 101: Getting Started with Automation Studio   9 min

Ⓟ Email Automation: Triggered Emails   7 min

Ⓟ Reports 101   31 min

⭐ Join Our Success Community

SHARPEN YOUR SKILLS

🔺 Personalize Your Customer Journeys with Marketing Cloud   2 hrs 55 mins

🟦 Essentials for Marketing Cloud Email Marketers (EEB101)   2 days

🟦 Content Builder Essentials for the Digital Marketer (EML101)   1 day

🟦 Marketing Cloud Connect Essentials (MCC201)   4 days

PREP AND STUDY

▫ Download the Certification Exam Guide   30 min

CERTIFIED MARKETING CLOUD SOCIAL SPECIALIST

UNDERSTAND THE BASICS

Ⓟ Social Studio 101   1.3 hrs

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SHARPEN YOUR SKILLS

🔺 Personalize Your Customer Journeys with Marketing Cloud   2 hrs 55 mins

🟦 Social Studio 101 (SS101)   1 day

PREP AND STUDY

▫ Download the Certification Exam Guide   30 min

SPECIALIST RESOURCES

CERTIFIED PARDOT SPECIALIST

UNDERSTAND THE BASICS

Ⓟ Pardot: Overview	1.4 hrs
Ⓟ Pardot: Campaigns	10 min
Ⓟ Pardot: Administrative User	35 min
Ⓟ Building with Email Flow	10 min
Ⓟ Email Preference Center	10 min
Ⓟ Unsubscribe Page	10 min
Ⓟ Testing Emails with A/B Testing	10 min
Ⓟ Sending with Email Flow	10 min
▢ How Are Prospects Scored	10 min
▢ Visitors Report	5 min
▢ How Does Pardot Track Activities?	7 min
▢ How Are Prospects Converted From Visitors?	2 min
▢ Reviewing Prospect Audits	10 min
▢ Filtered Activities in Pardot	4 min
▢ Performing a Prospect Audit	4 min
▢ Campaign Cohort Report	10 min
▢ Campaign Reports Summary	10 min
▢ What User Type Should I Select?	8 min
▢ Grant Support Access to Account	4 min
▢ Content Report	5 min
▢ Creating Layout Templates for Landing Pages	10 min
▢ Forms Report	20 min
Cont. Next Page	2 min

SHARPEN YOUR SKILLS

Ⓟ Pardot: Lead Generation	1.8 hrs
Ⓟ Creating Forms	10 min
Ⓟ Adding Form Fields	10 min
Ⓟ Styling Forms	10 min
Ⓟ Adding Post Submission Actions	10 min
Ⓟ Deploying Forms	10 min
Ⓟ Progressive Profiling	10 min
Ⓟ Creating Dependent Fields	10 min
Ⓟ Pardot: Automating Business Process	1.5 hrs
Ⓟ Pardot: Nurturing Campaigns	1 hr
▢ Drip Program Overview	1 min
▢ Drip Program Reports	10 min
▢ Drip Program Sample Templates	2 min
▢ Drip Program FAQ	10 min
▢ Getting Started with the Salesforce Connector	3 min
▢ Handling Opportunities in Pardot	15 min
▢ Set Pardot to Only Create Contacts in Salesforce	1 min
▢ Salesforce Campaigns	10 min
▢ Tracking Opt-Ins by Country	10 min
▢ Conversion Report	5 min
▢ Salesforce Connector Setup Guide	5 min
▶ Salesforce Connector Introduction	1 min
Cont. Next Page	

PREP AND STUDY

■ Certification Preparation for Pardot Specialist (CRT150)	2 days
▢ Download the Certification Exam Guide	30 min

*Premier Online Training. Contact us for more information on Premier Success Services.

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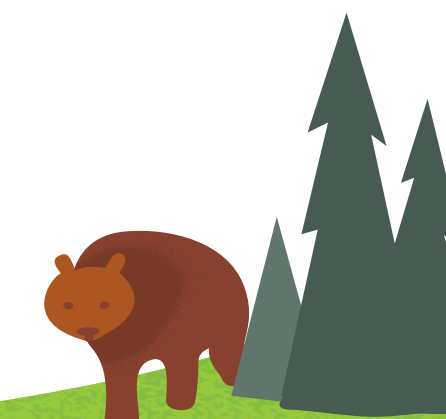
SPECIALIST RESOURCES

CERTIFIED PARDOT SPECIALIST Cont.

UNDERSTAND THE BASICS

☐ Form Troubleshooting and FAQ's — 20 min

☐ What's the Difference Between a Submission and a Conversion? — 2 min

☐ Prospect Actions — 10 min

☐ Link Tracking in Emails — 10 min

☐ Getting Started with Email Flow — 10 min

☐ Reporting with Email Flow — 15 min

▶ Lead Qualification Overview — 1 min

▶ Introduction to Forms — 1 min

☐ Testing with Email Flow — 10 min

▶ Email Overview — 1 min

▶ Email Tools — 3 min

▶ Building a Great Email — 2 min

▶ Getting Started with Email Authentication — 1 min

▶ Pardot Permission Based Marketing Policy — 1 min

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SHARPEN YOUR SKILLS

▶ Pardot Campaigns vs. Salesforce Campaigns — 2 min

▶ Automation Rules vs. Completion Actions — 2 min

▶ Automation Rules vs. Segmentation Rules — 2 min

▶ Completion Actions vs. Dynamic Lists — 2 min

*Premier Online Training. Contact us for more information on Premier Success Services.

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