

Salesforce

Duration – 40 Hours

Program Description

This program provides a comprehensive introduction to Salesforce, the leading customer relationship management (CRM) platform. Participants will learn how to manage sales, service, and marketing processes, customize Salesforce applications, and use automation and reporting tools. The program emphasizes hands-on exercises to build practical CRM skills applicable in real-world business scenarios.

Learning Goals

- Understand Salesforce architecture, modules, and ecosystem
- Learn to manage leads, opportunities, accounts, and contacts
- Customize Salesforce objects, fields, workflows, and page layouts
- Implement automation using Process Builder, Flow, and Apex basics
- Generate reports and dashboards for business insights
- Gain practical experience through hands-on projects and use cases
- Understand best practices for Salesforce deployment and administration

Course Topics

- Introduction to Salesforce and CRM Concepts
- Salesforce Architecture and Key Modules
- Managing Leads, Accounts, Contacts, and Opportunities
- Customization: Objects, Fields, and Page Layouts
- Automation with Workflow, Process Builder, and Flow
- Reporting and Dashboard Creation
- Data Management and Security in Salesforce
- AppExchange and Salesforce Ecosystem
- Hands-on Projects and Case Studies

Modules can be customized to suit client's specific needs and duration accordingly