Salesforce.com®: Administrator Course

MCNC Training Room
Class length: 5-Days (35 total hours)
Dates: Mondays - November 10, 17, 24, and December 1 and 8, 2014
Time: 9:00AM-5:00PM
Cost: $1,270 (text included)

Preregistration required: Since space is limited, please register by October 25, 2014. Please contact Doug Aitkin at 919-536-7239, ext, 4303, with any questions.

Salesforce.com certification: *Salesforce.com Administrator: (Five-Day Course)* is recommended as preparation for the Salesforce.com Certified Administrator exam. The exam is **NOT** included in the price of the class.

Prerequisites: To ensure your success in this course, you should possess end-user skills such as creating and managing opportunities, or have basic administrative experience such as setting up or managing the Sales Cloud® (Accounts, Contacts, opportunities, and so forth).

Requirements: For this course, students must provide their own laptops. Laptops will need to have Internet access capabilities. For all browsers, JavaScript, cookies, and SSL 3.0 must be enabled. Salesforce CRM is an online application that can run on almost any computer.

 To Register and Pay Online
1. Click on the following link - https://ist-80.durhamtech.edu/WebAdvisor
2) Click on "Continuing Education" tab
3) Click on "Register and Pay for Continuing Education Classes" under the Registration Tab.
4) Either search for "**Salesforce.com for Admin**" or enter in the Course Code Number: **43584**
5) The "Salesforce.com for Admn" course will appear. Choose the class by clicking the box under the "Select" tab and hit "Submit".
6) Complete Registration / Payment process.

Other Payment Options: Methods of payment include 1) Fax – credit card only (VISA, MasterCard, or Discover). 2) Onsite* - check, money order, or credit card. If you choose one of these payment options, please follow the procedures highlighted at http://www.durhamtech.edu/html/corporate/policies.htm

Class Description: Whether you are a new Salesforce® system administrator or have been managing Salesforce for some time, you probably realize that a big part of the job is receiving and acting on requests from management or other Salesforce users to modify the system to meet the needs of the users and the company. The nature of Salesforce is such that there are almost always several ways to accomplish these types of modifications, so how will you know that you're taking the right approach and really providing the support that is needed?

By completing this course, you will identify information about the five native business processes every company can manage using Salesforce, regardless of the License Edition. You will also gain insight into each of the functional groups of users (Inside Sales, Outside Sales, Marketing, Customer Support, and Management), and you will establish patterns of critical thinking that can help you to ensure that you are indeed taking the right approach and providing the necessary support for each request you receive. Ultimately, completing this course enables you to be a vital resource for knowing how to configure the system in a manner that also allows the extraction of intelligence needed to measure and improve the company's key performance indicators.

Class Outcomes: Upon successful completion of this course, students will be able to manage a Salesforce implementation by using SMART administration principles.

You will:

- Identify the basic components of SMART administration for Salesforce.com.
- Design Opportunity objects.
- Implement and manage Opportunity objects.
- Design Lead objects.
- Implement and manage Lead objects.
- Design and implement Account management.
- Design and implement Contact management.
- Design Case management.
- Implement Case management.
- Manage Campaigns.
- Configure the user interface.
- Implement security.
- Create views, reports, and dashboards.
- Manage administration setup.

Instructor: Deb Martin**,** Senior Salesforce.com Consultant at West Monroe Partners