

SALES-FORCE Course Content

SALES-FORCE Course Curriculum Overview

- ❖ **Introduction**
- ❖ Evolution of Cloud Computing
- ❖ Comparisons with other computing techniques
- ❖ Key characteristics of cloud computing
- ❖ Advantages/Disadvantages
- ❖ Classification of Cloud Computing
- ❖ Based on as a service model
- ❖ PAAS (Platform as a service)
- ❖ SAAS (Software as a service)
- ❖ DAAS(Database as a service)
- ❖ IAAS (Infrastructure as a service)
- ❖ HAAS(Hardware as a service)
- ❖ Based on deployment or access model
- ❖ Public Cloud
- ❖ Private Cloud
- ❖ Hybrid Cloud
- ❖ Statistics of Cloud Computing and Web
- ❖ Web 1.0 Vs Web 2.0 Vs 3.0

CRM Concepts

- ❖ What is CRM?
- ❖ Common business issues faced by companies today
- ❖ How CRM can help?
- ❖ What CRM brings to business?
- ❖ Evolution of CRM
- ❖ Business value of CRM
- ❖ What CRM means to you as a user?
- ❖ Customers benefiting from CRM
- ❖ A view of available of CRM products from IT industry
- ❖ Compare Salesforce.com CRM with other CRM products

Salesforce.com Overview

- ❖ Sales
- ❖ Service
- ❖ Social
- ❖ Custom
- ❖ Appexchange
- ❖ Pricing

Sales & Service Cloud Concepts

- ❖ Home Page, Tabs, Apps, Tab Home Pages, Record, Detail Page, Related lists and Sidebar ,Application Navigation

Force.com

- ❖ Basics of Force.com - Apps, Tabs, Objects, Forms, Links etc
- ❖ Benefits of Force.com platform
- ❖ Technologies behind Force.com Platform – Multitenant Architecture, Meta data driven model, Web services APIs, Apex, Visual Force, Sites and Appexchange
- ❖ Database, Security, Web Sites, Mobile, App Distribution
- ❖ Create an application to demonstrate force.com
- ❖ Create an application
- ❖ Adding Relationships
- ❖ Creating reports and dashboards
- ❖ Using Formulas and validation rules
- ❖ Using workflow and approvals

Apex

- ❖ Introduction to Apex Code
- ❖ Language Constructs
- ❖ Invoking Apex
- ❖ Classes, Objects and Interfaces
- ❖ Apex Design Patterns
- ❖ Testing Apex
- ❖ Dynamic Apex
- ❖ Batch Apex

Visualforce

- ❖ Introduction and Tools
- ❖ Styling VF pages
- ❖ Standard Controllers and Standard List Controllers
- ❖ Custom Controllers and Controller Extensions
- ❖ Advanced examples
- ❖ Overriding buttons, links and tabs with VF
- ❖ Using static resources and custom components