

SALES FORCE BASIC DEVELOPMENT

<p>Salesforce Fundamentals</p> <ul style="list-style-type: none"> • Basics of cloud computing:1.SAAS 2.PAAS 3.CRM Why salesforce.com • Learn the capabilities of the core CRM objects in the Salesforce schema • Identify the boundaries of declarative customization and the use cases for programmatic customization • Identify common scenarios for extending an org using the AppExchange
<p>Data Modeling and Management</p> <ul style="list-style-type: none"> • Learn data model design • Learn the capabilities of the various relationship types and the implications of each on record access, user interface, and reporting • Identify the considerations when changing a field's type • Based on a set of requirements, identify the considerations and select the appropriate field type • Learn the capabilities and considerations of the schema builder • Learn the options and considerations when importing and exporting data • Learn the capabilities of and use cases for external objects
<p>Security</p> <ul style="list-style-type: none"> • Learn the features and capabilities available to restrict and extend object, record, and field access • Given a set of business requirements, determine the appropriate sharing solution
<p>Business Logic and Process Automation</p> <ul style="list-style-type: none"> • Learn the capabilities of and use cases for record types • Learn the capabilities of and use cases for formula fields • Learn the capabilities of, use cases for, and implications of roll-up summary fields. • Learn the capabilities of and use cases for validation rules. • Learn the capabilities of and use cases for approval processes. • Learn the capabilities of and use cases for workflow, visual workflow, and the Lightning Process Builder • Given a set of business requirements, recommend a solution to automate business processes • Learn the ramifications of field updates and the potential for recursion
<p>Social</p> <ul style="list-style-type: none"> • Learn the capabilities of and use cases for social features
<p>User Interface</p> <ul style="list-style-type: none"> • Learn the user interface customization options • Learn the capabilities of and use cases for custom buttons, links, and actions • Learn the declarative options available for incorporating Lightning Components in an application • Given a scenario, determine the appropriate user interface design
<p>Reporting</p> <ul style="list-style-type: none"> • Determine the features and capabilities available when creating reports, report types, and dashboards
<p>Mobile</p> <ul style="list-style-type: none"> • Learn the declarative customization options available for the Salesforce1 mobile application user interface • Given a set of requirements, determine the appropriate global and object-specific actions and action layouts to optimize the Salesforce1 user experience
<p>App Deployment</p> <ul style="list-style-type: none"> • Learn the key milestones and considerations when managing the application lifecycle • Learn the differences between and considerations when using the various types of sandboxes • Learn the capabilities of and considerations when using change sets • Learn the use cases of and considerations when using unmanaged packages • Given a scenario, determine the appropriate deployment plan