



SALES FORCE

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 Administration

Sales Cloud Concepts

- Home page, Tabs, Apps, Tab Home Pages, Record, Detail Page, Related lists and Sidebar
- Understanding Leads and Opportunities
- Adding A Lead
- Adding An Account
- Edit An Account Record
- Adding A Product To An Opportunity
- Sales ID
- Adding A Task
- Connect To Microsoft Outlook
- Web to lead
- Web to case
- Assignment Rules
- Auto response Rules
- Sales automation
- Converting A Lead
- Team Contacts
- Adding An Opportunity
- Adding A Contact
- Creating A View
- Activity History

Standard SFDC Applications

- Salesforce CRM Content
- Chatter
- Salesforce Knowledge
- Entitlements & Service Contracts
- Salesforce Answers
- Salesforce Mobile
- Force.com Sites

Sales force.com Overview

- Overview of products
- Sales cloud and jigsaw
- Service cloud and Remedyforce
- Social Chatter and Radian6
- Custom Force.com, Database.com, Heroku
- App exchange
- Editions and pricing

Security

- User Security and Authentication
- Session Security Network
- Security Security Tokens
- Data Security

Standard Objects

- Account
- Person Account
- Contact

- Lead
- Campaign
- Opportunity

Managing Users

- Profiles
- Roles
- Groups
- Queues
- Permission Sets

Securing and Sharing Data

- Object-Level Security
- Field- Level Security
- Record-Level Security
- Field Accessibility
- Record Types

Automate Business Process with Workflow Developing

Approval Processes

- Formulas
- Syntax
- Object Formulas
- Where Do I Use Them?
- Workflows & Business Rules
- Visualforce
- Limitations
- Best Practices
- Predefined Function and experiment

Using Analytics

- Running Dynamic Reports
- Custom Report Types
- Dashboards
- Analytic Snapshots

Overriding Link, Tabs and Label Sending Mass Email Importing Data

- Import Data wizard
- APEX Data Loader
- From Command Prompt

Monitoring your Org

- Debug Logs
- Email Logs
- Login History
- View Setup Audit Trail
- Time-based Workflow
- Scheduled Job
- Outbound Messages
- Apex Job Queue
- Import Queue
- Mass Email Queue
- Case Escalation Rule Queue
- Entitlement Process Queue
- Bulk Data Load Jobs

Salesforce Development

- Enable Developing mode
- over View about Developer Console
- Installing Eclipse
- Overview about using eclipse and options
- Installing ant and Maven in the eclipse

OOPS(Object-oriented programming)

- MVC Architecture
- Comparison of MVC to Salesforce APPS
- OOPS Basics
- Lexical
- Tokens
- Identifiers
- Variables
- Data Types
- Methods
- Access Modifiers
- Comparison between Method/Function and Procedure
- Classes
 - Creation of Variables
 - Getter Methods
 - Setter Methods
 - Creation of Methods
 - With Sharing
 - With Out Sharing
- Creation of Objects
- Reference Variables
- Constructors
- Class Scope
- Static Variables
- Static Methods
- Static Blocks
- Final Variables
- Final Static Variables
- Arrays
- Advantages and Disadvantages of Arrays

Apex

- Collections
 - List Class and Methods
 - Set Class and Methods
 - Map Class and Methods
- Select Option Class
 - SOQL (SalesForce Object Query Language)
 - Group By
 - Having
 - Limit
 - Offset
 - Update Lock
 - Parent to Child object Query
 - Child to Parent object Query
 - Aggregate Result
- Compression of Database. Query and static query
- Governing limits for SOQL
- DML operations
- Database. DML operations
- Compression of DML with Database.DML
- Database. Save Point
- Database. Rollback operations
- Inheritance in Class
- Overriding classes
- Working with workbench
- Writing a test classes
- SOQL Governing limit
- DML governing limit
- DML on No . of records
- Future Methods
- Setup Objects
- Non Setup Objects

- Mixed DML exception
- 44. Batch Apex
- Email Services
- Schedule Apex
- Triggers
- Meta data API
- Wrapper Class

Visualforce :

- Create VF Page
 - Using Url
 - Using Developer Console
 - Using Eclipse
 - Using Standard Navigation
- Printing Static data
- Binding the global data on VF page
- Global Objects in VF page
- Apex:PageBlock
- Apex:PageBlockSection and apex :PageBlockSectionItem
- Input Components
 - InputText
 - InputField
 - InputHidden
 - InputSecret
 - InputTextArea
 - InputCheckbox
- Output Components
 - OutputText
 - OutputLabel
 - OoutputField
- Creating Custom Account object Edit Page
- Creating Custom Object Detail page
- CSS in VF page
- JavaScript in VF page
- JQuery in VF page
- Ajax in VF page
- AutoLookup functionality using Ajax and JQuery
- List Views
 - PageBlockTables
 - Data Tables
 - Data List
- Enhanced list view
- Insert,Include and define
- Panel Grid,Panel group ,output panel
- SelectList,Selectoption,SelectOptions
- Establishing Connection between Apex and VF page using Controller
- Custom Picklistified using SelectOption
- Action Support ,ActionFunction,Action Pooling
- Remote method invocations
- Soap call form VF pages
- Charts and Dashboard using VF page
- PDF pages
- Visualforce custom Components
- Apex pagination
- Data transfer between the pages
- Controller and Extentions
- Overriding the Standard buttons and links
- SControllers

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