

Dummies Guide To Salesforce

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Mastering Salesforce DevOps - Andrew Davis 2019-10-29

This practical guide brings DevOps principles to Salesforce development. It fits together two major movements within the IT world: the movement to Software/Platform as a Service (SaaS/PaaS), and the DevOps movement. While SaaS and PaaS allow companies to invest in their core competencies rather than maintain their own infrastructure, the goal of DevOps is to optimize the

process of delivering software innovation and value. The release of Salesforce DX in late 2017 unlocks the possibility of a true DevOps workflow on Salesforce. But DevOps is new to the Salesforce world and there is not a widespread understanding of its goals and methods, and so adoption of Salesforce DX is still in the early stages. *Mastering Salesforce DevOps* explains how to build a powerful and comprehensive DevOps workflow for

Salesforce—allowing you to finally deploy the world's most innovative platform using the world's most effective and efficient techniques. It addresses the need for a comprehensive guide to DevOps for Salesforce, allowing teams to bring proven practices from the IT world to resolve the hardest problems facing Salesforce developers today. What You Will Learn Improve company performance and software delivery performance using Salesforce DX Translate DevOps concepts into the unique language and practices of Salesforce Understand why and how you can implement Salesforce DX to achieve greater productivity and innovation Enable continuous delivery on Salesforce Build packages and architect code so it can be deployed easily Allow admins to participate in what has traditionally been a developer workflow Know the techniques for reducing the stress and risk of deployment Apply the full range of automated tests that can be used on Salesforce Who

This Book Is for Salesforce developers, release managers, and those managing Salesforce development teams who need a guide to DevOps, and DevOps specialists who need to apply familiar concepts to Salesforce [Amazon Web Services For Dummies](#) - Bernard Golden 2013-08-09

Create dynamic cloud-based websites with Amazon Web Services and this friendly guide! As the largest cloud computing platform in the world, Amazon Web Services (AWS) provides one of the most popular web services options available. This easy-to-understand guide is the perfect introduction to the Amazon Web Services platform and all it can do for you. You'll learn about the Amazon Web Services tool set; how different web services (including S3, Amazon EC2, and Amazon Flexible Payments) and Glacier work; and how you can implement AWS in your organization. Explains how to use Amazon Web Services to store objects, take payments, manage large quantities of

data, send e-mails, deploy push notifications, and more from your website Details how AWS can reduce costs, improve efficiency, increase productivity, and cut down on expensive hardware investments - and administrative headaches - in your organization Includes practical examples and helpful step-by-step lists to help you experiment with different AWS features and create a robust website that meets your needs Amazon Web Services For Dummies is exactly what you need to get your head in the cloud with Amazon Web Services!

Salesforce Reporting and Dashboards - Johan Yu

2015-03-26

This book is intended for all Salesforce users—administrators, managers, business analysts, or report writers who are new to creating reports or dashboards within Salesforce. Basic knowledge of the Salesforce platform is required.

[Salesforce.com For Dummies](#) - Tom Wong 2006-12-13

So you have something to sell or you work for a business using salesforce.com, but you're not quite sure how to maximize your profits with it? Never fear! Salesforce.com for Dummies shows you the quick-and-easy way to start selling your product or service online without the confusion or fuss. With an emphasis on customer relationship management, this hands-on guide helps you manage accounts, market your products, and improve service. Whether you're a salesperson, channel manager, marketing mogul, customer rep, or executive, you'll find secrets here for making your job easier, your day more productive, and your business more successful. This second edition has been revised to include Salesforce.com's latest product and feature offerings as of the Summer 2006 release, giving you the tools you need to: Build a product catalog Manage price books Calculating and customizing forecasts Drive demand up with campaigns Stimulate sales effectiveness with documents

Deliver excellent service
Analyze data with reports
Verify your company profile
Add users to salesforce
Customize your page and
search layout Extend your
usage of Salesforce beyond
CRM This guide makes
suggestions on how to dive
more productivity and improve
communication with standard
templates from the Dummies
Web site. With this book you'll
get up to speed fast and
manage your business
information more effectively
with Salesforce.com today!
Enterprise Integration Patterns
- Gregor Hohpe 2012-03-09
Enterprise Integration Patterns
provides an invaluable catalog
of sixty-five patterns, with real-
world solutions that
demonstrate the formidable of
messaging and help you to
design effective messaging
solutions for your enterprise.
The authors also include
examples covering a variety of
different integration
technologies, such as JMS,
MSMQ, TIBCO
ActiveEnterprise, Microsoft
BizTalk, SOAP, and XSL. A case

study describing a bond
trading system illustrates the
patterns in practice, and the
book offers a look at emerging
standards, as well as insights
into what the future of
enterprise integration might
hold. This book provides a
consistent vocabulary and
visual notation framework to
describe large-scale integration
solutions across many
technologies. It also explores in
detail the advantages and
limitations of asynchronous
messaging architectures. The
authors present practical
advice on designing code that
connects an application to a
messaging system, and provide
extensive information to help
you determine when to send a
message, how to route it to the
proper destination, and how to
monitor the health of a
messaging system. If you want
to know how to manage,
monitor, and maintain a
messaging system once it is in
use, get this book.

**Account-Based Marketing
For Dummies** - Sangram Vajre
2016-04-25

Grow your account list with an

effective account-based marketing strategy Buyers have changed the B2B marketing game. Account-Based Marketing For Dummies is here to give you the tools to transform your current approach to find, reach, and engage with your potential customers on their terms to meet their ever-changing demands. Packed with expert tips and step-by-step instructions, this book shows you how to analyze current data to identify the accounts with the biggest ROI opportunities and execute effective, account-specific techniques that get results. This practical guide takes the intimidation out of account-based marketing in today's highly digitized world. You'll be armed with the knowledge you need to increase your reach in real time, giving you greater exposure to other decision-makers and influencers within an account. You'll discover how, through a combination of marketing technology and online advertising, your messages can be displayed

where and when your customers already engage online. Align your sales and marketing teams for greater success in your ABM efforts Analyze data to identify key accounts Target your messages for real-time interaction Integrate your campaign with marketing automation software If you're a member of a sales or marketing team already using a CRM tool who's looking to increase your reach, Account-Based Marketing For Dummies has you covered! "Account-Based Marketing For Dummies clears away the confusion surrounding this much-hyped topic. It offers simple, direct explanations of what account-based marketing is, why it's important, and how to do it. Any business marketing professional will benefit from a look at this book." —David Raab, Founder at Raab Associates "If you're reading this book and just getting started with ABM, welcome to the future of what b-to-b marketing can be: insight-led, technology-enabled and, above all, customer focused. Our

clients are delighted with the business impact they deliver using account-based marketing, and you will be, too." —Meghan Heuer, Vice President and Group Director, SiriusDecisions "Like a Hollywood agent, marketing's job is to get sales the 'audition,' not the part. Account-based marketing is the key to maximizing the number of the 'right' auditions for your sales team, and Account-Based Marketing For Dummies explains how." —Joe Chernov, VP of Marketing at InsightSquared "Ever-advancing marketing technology is enabling a new generation of sales and marketing strategies to thrive, changing the playing field for companies of all sizes. This modern wave of account-based marketing has tremendous potential to improve your business, and Sangram Vajre is an insightful and enthusiastic guide to show you how." —Scott Brinker, Author of Hacking Marketing "Account-based marketing is shifting how businesses use customer

insights to capture more upmarket revenue. This book teaches a new wave of data-driven marketers how to embrace an enlightened quality-vs-quantity approach and execute a scalable ABM strategy that delivers real results." —Sean Zinsmeister, Senior Director of Product Marketing, Infer "The book may be titled '...for dummies', but ABM is proving to be a smart approach for B2B marketers charged with generating sales pipeline and acquiring and delighting customers. Use this book to help you get started and advance your account-based marketing strategies and tactics that will thrill your sales colleagues, executive team and customers alike." —Scott Vaughan, CMO, Integrate **Salesforce For Dummies** - Liz Kao 2019-12-12 Get up to lightning speed with this fully updated, bestselling guide to using Salesforce.com! Salesforce.com For Dummies, 7th Edition gives you an edge in building relationships and managing your company's

sales, marketing, customer service, and support operations. You'll learn how to maximize the new user interface to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Written by Salesforce.com insiders with years of expertise in CRM services, this new edition covers the latest enhancements to Salesforce.com, the world's most popular customer relationship management software. You'll find out how to determine the right configuration to suit your business needs, and how to use apps, widgets, and tools to personalize your system. Then, you'll explore prospecting leads, managing accounts and partners, developing contacts, tracking products, calculating forecasts, and utilizing service and support. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service

Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues using Chatter More than 150,000 companies worldwide use Salesforce.com as their CRM solution—if you're a new or existing user looking to maximize the potential of the new UI, this book has everything you need.

Salesforce Marketing Cloud For Dummies - Chester

Bullock 2017-10-30

Salesforce Marketing Cloud:

Take your digital marketing on a journey! Everything seems to be moving to the cloud these days—and digital marketing is no exception! Salesforce Marketing Cloud For Dummies guides you through the use of Salesforce's exciting suite of cloud-based digital marketing solutions, which have the power to help you plan, personalize, and optimize your customers' journey. Written by a leader of the Salesforce training and development team, Salesforce Marketing Cloud users will find essential information on using the suite of tools and tips and tricks that

only an insider would be able to share. With easy-to-follow instructions, this guide helps you discover how to incorporate your data sets into the tools to create models, campaigns, and customer maps that enable you to create a positive experience for your customers. As Salesforce.com's multi-channel digital marketing platform, the Salesforce Marketing Cloud focuses on helping you manage one-on-one customer journeys. Leveraging a variety of features, this suite of tools offers email marketing, mobile marketing, social media marketing, content and messaging, predictive intelligence, and more. Your ability to navigate these features and functions will determine your digital marketing campaign's success, so it's critical that you make the most of this tool! Navigate and manage the Salesforce Marketing Cloud Define and understand your customers' journeys—and how you fit into them Engage your customers across devices, ensuring consistent communication Use

predictive data to optimize engagement Salesforce Marketing Cloud For Dummies helps you make the most of your investment in the digital marketing world!

Salesforce.com Customization Handbook - Rakesh Gupta
2014-09-12

If you want to use Salesforce CRM to automate your business requirements, or you have already adopted Salesforce CRM and want to streamline the sales process, this book is for you. Whether you are new to Salesforce or a seasoned expert, you will be able to master the basic functions as well as the advanced features of Salesforce.com. No previous experience in computer coding or programming is required.

Hands-On Low-Code Application Development with Salesforce - Enrico Murru
2020-10-16

Explore a wide range of low-code tools in the Salesforce platform for building customized CRM applications without writing any code Key Features Create apps with a

rich user experience without paying for costly developers. Leverage Salesforce Lightning Platform's declarative features to build professional-grade applications. Improve productivity with business process automation using Workflow, Process Builder, and Flow. Book Description Low-code platforms allow users to focus on business logic to create solutions without getting trapped in programming complexities. Thanks to its powerful features for designing, developing, and deploying apps without having to hand-code, Salesforce is at the forefront of the low-code development revolution. This book will guide you in building creative applications for solving your business problems using the declarative framework provided by Salesforce. You'll start by learning how to design your business data model with custom objects, fields, formulas, and validation rules, all secured by the Salesforce security model. You'll then

explore tools such as Workflow, Process Builder, Lightning Flow, and Actions that will help you to automate your business processes with ease. This book also shows you how to use Lightning App Builder to build personalized UIs for your Salesforce applications, explains the value of creating community pages for your organization, and teaches you how to customize them with Experience Builder. Finally, you'll work with the sandbox model, deploy your solutions, and deliver an effective release management strategy. By the end of this Salesforce book, you'll be ready to customize Salesforce CRM to meet your business requirements by creating unique solutions without writing a single line of code. What you will learn: Get to grips with the fundamentals of data modeling to enhance data quality. Deliver dynamic configuration capabilities using custom settings and metadata types. Secure your data by implementing the Salesforce security model. Customize Salesforce applications with

Lightning App Builder Create impressive pages for your community using Experience Builder Use Data Loader to import and export data without writing any code Embrace the Salesforce Ohana culture to share knowledge and learn from the global Salesforce community Who this book is for If you are a citizen developer, business analyst, Salesforce administrator, or anyone interested in developing applications or solutions for business problems but lack technical knowledge, this book is for you. No prior programming experience is required.

Salesforce.com For Dummies - Liz Kao 2016-04-25 Your all-access guide to reaping the benefits of Salesforce.com Salesforce.com has a rapidly expanding influence over the way companies across the globe interact with their clientele. Written by Salesforce.com insiders with years of experience in customer relationship management (CRM) solutions,

Salesforce.com For Dummies gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll discover how to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, create accurate projects based on past performance, and so much more. A customizable, on-demand CRM solution, Salesforce.com allows businesses to organize and manage all of their customer information—leads, opportunities, contacts, accounts, cases, and solutions—in one place. Whether you're a Windows or Mac user, this down-to-earth, friendly guide shows you how to maximize Salesforce.com's capabilities to close deals faster, gain real-time visibility into sales, and collaborate instantly. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify

opportunities, and analyze your results Collaborate with colleagues using Chatter If you're new to Salesforce.com or an existing user looking for the latest tips and tricks to maximize its potential, this friendly guide has you covered.

Marketing Automation For Dummies - Mathew Sweezey
2014-04-14

Multiply the effectiveness of your campaigns with marketing automation Marketing automation technology has been shown to dramatically increase lead conversions and average deal sizes as well as improving forecasting and customer segmentation. A subset of CRM, it focuses on defining, scheduling, segmenting, and tracking marketing campaigns. This friendly book demystifies marketing automation in straightforward terms, helping you leverage the tools and handle the processes that will enable a seamless integration with your CRM program. Learn to establish a buyer profile, assess your needs, select tools, create a lead scoring model,

and much more. Marketing automation is a next-generation, CRM-related tool for increasing lead conversions and improving forecasting and customer segmentation This book provides an easy-to-understand introduction to the tools and technology, helping you evaluate your current processes, choose the appropriate tools, and follow best practices in making the most of them Written by Mathew Sweezey, Marketing Automation Evangelist at Pardot (ExactTarget), a leading provider of marketing automation solutions Covers working with the marketing lifecycle, evaluating your assets, integrating marketing automation with CRM and with other processes, nurturing your leads, and using marketing automation to reach buyers via e-mail, social media, and more Marketing Automation For Dummies is the ideal guide to get you up and running with marketing automation, putting your business on the cutting edge and enhancing your competitiveness.

Salesforce.com For Dummies - Tom Wong 2014-04-09

Your fun and easy introduction to Salesforce.com and its latest tools The frontrunner in the customer relationship management (CRM) market, Salesforce.com has a rapidly expanding influence over the way companies across the globe interact with their clientele. Salesforce.com For Dummies lends you an edge in building those relationships and managing your company's sales, marketing, customer service, and support operations. With this accessible guide, you will learn how to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Covers the latest enhancements to Salesforce.com, the world's most popular customer relationship management software, and explains how to choose the right configuration to suit your business needs Written by Salesforce.com insiders with years of expertise

in CRM services Details how to personalize your system, prospect leads, manage accounts and partners, develop contacts, track products, calculate forecasts, drive demand, utilize service and support, share insights with Chatter, enhance your online marketing, and more Close deals faster, gain real-time visibility into sales, and collaborate instantly with help from Salesforce.com For Dummies.

CRM For Dummies - Lars Helgeson 2017-07-05

Save time, save money, and grow your business with more effective CRM CRM For Dummies is the small business leader's guide to managing customer interactions. Customer relationship management is a critical part of any business, and it encompasses everything from business strategy and HR to sales, marketing, events, and more. Solutions exist for businesses of any size, but how do you know which one is right for you? What features do you need? Do you have the people

and processes in place to get the most out of whichever one you choose? This book is designed to help business leaders better understand effective CRM and identify the right solution for their business—but it's about much more than software; effective CRM requires appropriate team structures, intradepartmental collaboration, and process efficiency. Packed with tactics and strategies that will save your company thousands of dollars and man-hours, these chapters answer the most pressing questions that will make the biggest impact on your sales. Building relationships with current and future customers is the critical point of business. This book helps you bring sales, marketing, and operations together to work toward that common goal, and shows you the tools and techniques that make your efforts more effective. Define your market segments, buyer personas, and voice Build an effective internal structure, and choose the right

CRM solution Optimize leads and conduct effective email marketing Streamline processes, automate where possible, and employ analytics Your customers are the lifeblood of your company; you need to reach them, engage them, and retain them—without wasting precious time or money. CRM For Dummies gets you up to speed on the latest, most effective CRM tools and techniques to help your business succeed.

Learning Salesforce Lightning Application Development - Mohith Shrivastava 2018-07-31 Build, design, and style beautiful and informative applications on the Salesforce Lightning platform Key Features Build and Test Lightning Components that enhance application usability and adaptability Apply Security Best Practices to your Custom Lightning Components Design Lightning Components for Salesforce UIs such as Lightning Pages, Salesforce 1 Application, Communities, and

more. Book Description Built on the Salesforce App Cloud, the new Salesforce Lightning Experience combines three major components: Lightning Design System, Lightning App Builder, and Lightning Components, to provide an enhanced user experience. This book will enable you to quickly create modern, enterprise apps with Lightning Component Framework. You will start by building simple Lightning Components and understanding the Lightning Components architecture. The chapters cover the basics of Lightning Component Framework semantics and syntax, the security features provided by Locker Service, and use of third-party libraries inside Lightning Components. The later chapters focus on debugging, performance tuning, testing using Lightning Testing Services, and how to publish Lightning Components on Salesforce AppExchange. What you will learn Understand Lightning Components architecture Learn Locker security best

practices Debug and Improve performance of your Lightning Components Use third-party libraries along with Lightning Component Framework Learn how to publish Lightning Components on AppExchange Use Lightning Out to take your Lightning Components outside the Salesforce platform Who this book is for This book is for Salesforce developers or developers from other platforms who are familiar with HTML, CSS, and JavaScript and want to build and test Salesforce Lightning components. No knowledge of Salesforce Lightning is required.

VMware vSphere For Dummies
- Daniel Mitchell 2011-02-09

A plain-English guide to the market-leading virtualization and cloud computing technology With virtualization, a single server can host dozens or hundreds of virtual machines running a variety of operating systems, and even hook them together in a virtual network or cloud infrastructure. This practical guide shows you how to create

a virtual system using the VMware VSphere environment. You'll find all the information you need to understand, design, and deploy one—without getting overwhelmed with technical detail. And once you're up and running, this book is the perfect reference for maintenance and troubleshooting issues.

Introduces you to virtualization and VMware's

virtualization/cloud computing technology, the most recent version is VMware vSphere

Shows you how to design a vSphere environment Covers

installation, deployment, management, maintenance, and troubleshooting Provides

what IT managers and system administrators need to roll out their first virtualized or cloud infrastructure, or to get up to speed on VMware's technology

Get up and running on the cloud with VMware vSphere For Dummies!

[The AMPscript Guide](#) - Adam Spriggs 2019-08-02

AMPscript is a scripting language for Salesforce

Marketing Cloud. You can use it to create highly sophisticated, personalized content through an extensive set of functions. The language follows a simple syntax and semantics. With an understanding of the fundamentals, you can quickly gain proficiency in AMPscript - no prior experience in scripting languages is needed. This book extends the existing Salesforce documentation to provide an authoritative reference manual on AMPscript. Whether you are inexperienced in writing scripts or are already highly proficient in AMPscript, this book will enable you to enjoy rapid development through clear explanations and extensive documentation on all AMPscript functions, including real-world supporting code samples for you to reuse.

[Salesforce Service Cloud For Dummies](#) - Jon Paz 2015-04-15

Learn how to provide top-grade customer service

anywhere, anytime with

Salesforce Service Cloud

Salesforce Service Cloud

empowers your service

organization to interact with customers through any channel and provide an individualized experience that will be worth sharing—for your customers and for your company.

Salesforce Service Cloud For Dummies is one of the first books to focus specifically on Salesforce Service Cloud software. With it, you'll discover how to set up a sophisticated support center for your business in a matter of a few hours. Whether you're a service executive, manager, support agent, or system administrator, you will discover how to maximize usage of Service Cloud through best practices and step-by-step guidelines. This book will help your customer service departments gain a holistic view of the customers they serve, and provide your customers with meaningful, efficient interactions. Examines how to enable your agents to provide efficient service. Discusses how to interact with customers through any channel. Offers insights on improving internal communication

and collaboration. Shows how to resolve customer's questions in a timely manner. Take advantage of this opportunity to be heard above your competition with the help of Salesforce Service Cloud For Dummies.

[Salesforce.com For Dummies](#) - Tom Wong 2010-09-24

The ideal introductory reference on salesforce.com—now fully updated throughout! As the global leader in on-demand customer relationship management (CRM), salesforce.com helps companies all over the world manage their sales, marketing, and customer service and support operations. Written by two salesforce.com insiders, this straightforward introduction clearly explains how to organize contacts, log activities with contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Walks you through the benefits and capabilities of

the world's most popular customer relationship management (CRM) software—salesforce.com Covers the latest enhancements to salesforce.com and explains how to choose the right edition of salesforce.com to suit your business needs Details how to personalize your system, manage accounts, develop contacts, manage activities, track products, calculate forecasts, drive demand, utilize service and support, and more Addresses extending salesforce.com beyond CRM as well as migrating and managing your data Get started solving common sales, marketing, client, and customer service challenges with salesforce.com—and make your business a force to be reckoned with!

Beginning Salesforce

Developer - Michael Wicherski
2017-12-05

Get started developing on the Force.com platform in no time. With step-by-step guidance, starting with setting up your developer environment and

progressing through to deploying to production, you will learn industry best practices to release robust custom applications with tangible benefits to your company or your client. Geared specifically toward beginning developers, *Beginning Salesforce Developer* establishes a strong understanding of basic code constructs through examples. Rather than simply explaining how to use the platform, you will receive a comprehensive understanding of why, allowing you to address platform quirks and "gotchas" that might occur. The book also serves to lay the foundation for continuing on to *Salesforce Developer Pro. What You'll Learn* Configure your Salesforce development environment Understand the Salesforce data model and query languages Create basic Apex triggers Use standard controllers with basic Visualforce pages Utilize Visualforce with custom-built Apex controllers Write test coverage Who This Book Is For

Salesforce administrators who wish to transition into developing on the Force.com platform. The book also serves as a quick immersion into the world of development for complete beginners through proprietary Salesforce development languages on the Force.com platform.

Salesforce Architect's Handbook - Dipanker Jyoti
2021-01-08

Take a deep dive into the architectural approach, best practices, and key considerations needed to comprehend, evaluate, and design an efficient, scalable, and sustainable Salesforce-based solution. This book takes a comprehensive look at the seven architectural domains that must be considered when architecting a Salesforce-based solution and equips you to develop the artifacts needed for an end-to-end enterprise architecture blueprint for Salesforce implementation and DevOps. This must-have handbook helps Salesforce professionals implement and manage Salesforce in their

organization. You will learn Salesforce architecture: solution architecture, data architecture, security architecture, integration architecture, identity and access management architecture, and strategies that can be used for Salesforce-based mobile applications. In addition to the main architecture concepts, the book also offers industry best practices and the recommended framework for approaching, managing, delivering, and continuously improving a Salesforce solution using its Salesforce Development & Deployment Lifecycle. What You Will Learn Get a detailed overview of the Salesforce multi-tenant, metadata-driven architectural framework and the under-the-hood technology stack that supports Salesforce Know the seven architecture domains, their intricacies, and the considerations needed within each when designing a Salesforce solution Have an architectural mindset and the artifacts needed to architect an

end-to-end enterprise-level implementation of Salesforce
Be familiar with the most common Salesforce products, licenses, AppExchange products, and the key considerations of using out-of-the-box declarative capabilities vs custom programmatic capabilities of Salesforce
Understand data architecture design considerations that include data modeling in Salesforce, identifying and mitigating large data volume concerns, and the key considerations for data migration and data archiving strategies
Understand security architecture considerations related to securing data within Salesforce and the various approaches to allow or restrict sharing and visibility from within Salesforce
Understand integration architecture considerations that provide an overview of the integration patterns and the integrations solutions that can be used with Salesforce to connect Salesforce with a remote system hosted on-premises, on the cloud, or by third-party

solution providers
Understand identity and access management architectural considerations across the 9 stages of an identity and access management lifecycle
Be aware of the strategies available to design mobile solutions with Salesforce and the options available for Salesforce mobile architecture
Employ the principles of the DevOps & Development Lifecycle needed for an ideal state Salesforce implementation
Who This Book Is For
Professionals interested in implementing, optimizing, and architecting Salesforce solutions enterprise-wide;
Salesforce implementation (SI) partners needing a detailed playbook for architecting and delivering successful Salesforce solutions;
Salesforce admins, developers, and architects looking for a one-stop educational resource to mastering the Salesforce architect domains or those pursuing the Salesforce architecture domain certification exams, including the Salesforce Certified

Technical Architect (CTA)
board exam

Salesforce Lightning Reporting and Dashboards -

Johan Yu 2017-08-03

Learn how to build advanced reports and dashboards in Salesforce Lightning experience About This Book Visualize and create advanced reports and dashboards using Lightning Experience Improve overall business efficiency with advanced and effective reports and dashboards Understand and create custom reports and dashboards Who This Book Is For This book is targeted at Salesforce.com administrators, business analysts, and managers who use Salesforce.com for their daily job and want to learn in depth about Salesforce Reporting and Dashboard in Lightning Experience. Readers should have a basic knowledge of Salesforce, such as: Accounts, Contacts, Leads, Opportunities and custom objects. What You Will Learn Navigate in Salesforce.com within the Lightning Experience user interface Secure and share

your reports and dashboards with other users Create, manage, and maintain reports using Report Builder Learn how the report type can affect the report generated Explore the report and dashboard folder and the sharing model Create reports with multiple formats and custom report types Explore various dashboard features in Lightning Experience Use Salesforce1, including accessing reports and dashboards In Detail Built on the Salesforce App Cloud, the new Lightning Experience combines the new Lightning Design System, Lightning App Builder, and Lightning Components to enable anyone to quickly and easily create modern enterprise apps. The book will start with a gentle introduction to the basics of Salesforce reports and dashboards. It will also explain how to access reports in depth. Then you will learn how to create and manage reports, to use Schedule Report, and create advanced report configurations. The next

section talks about dashboards and will enable you to understand and compare various types of dashboard component and how you can benefit the most from each of them. Then we move on to advanced topics and explain tips and tricks related to reports and dashboards, including reporting snapshots, report parameters, and collaboration. Finally, we will discuss how to access dashboards and reports from the Salesforce1 mobile app. Style and approach This comprehensive guide covers the advanced features of the all new Salesforce Lightning concepts and communicates them through a practical approach to explore the underlying concepts of how, when, and why to use them.

Salesforce CRM - The Definitive Admin Handbook

- Paul Goodey 2019-04-27

A definitive guide covering all the core concepts necessary to pass the Salesforce Administrator Certification exam Key Features Understand critical design considerations

for setting up Salesforce CRM Facilitate and manage the transition from Salesforce Classic to Lightning Experience Learn key functions of application security to manage user profiles and data Book Description Salesforce's winter '19 release offers a host of new features for CRM designed to meet your sales and marketing requirements. With this comprehensive guide to implementing Salesforce CRM, administrators of all levels can easily get a thorough understanding of the platform. This Salesforce handbook begins by guiding you in setting up users and security and then progresses to configuration, data management, and data analytics. You'll discover process automation and approval mechanisms, while also exploring the functional areas of Sales Cloud, Service Cloud, Marketing Cloud, and Salesforce Chatter. This book covers Salesforce CRM system administration in a practical way, and it'll serve as an

invaluable reference for both new administrators and experienced professionals. Furthermore, you'll also delve into Salesforce mobile apps and mobile administration, along with Salesforce Adoption Manager. You'll gain insights into Lightning Experience, Salesforce's new app, and learn how its modern design and sleek interface helps you to build customizable components. Finally, we'll see how the two versions compare and help manage the transition from Salesforce Classic to Lightning Experience. By the end of the book, you will have mastered the techniques to configure and control various user interface features in Salesforce CRM. What you will learn

Configure a variety of user interface features in Salesforce CRM

Understand the capabilities of the Salesforce CRM sharing model

Explore Einstein Analytics - Salesforce's new wave of advanced reporting

Get to grips with the Lightning Process Builder workflow

Set up user profiles, security, and

login access mechanisms

Find out how Apex and Visualforce coding can be used in Salesforce CRM

Manage the transition from Salesforce Classic to Lightning Experience

Implement data manipulation features to apply best practices in data management

Who this book is for

This book is for administrators who want to develop and strengthen their Salesforce CRM skills in the areas of configuration and system management. Whether you are a new or experienced professional, this book will enhance your knowledge and understanding of Salesforce CRM features.

Microsoft CRM For Dummies - Joel Scott 2004-11-11

The ideal introductory guide to Microsoft's much anticipated entry into the Customer Relationship Management (CRM) software marketplace

Discusses the key features of Microsoft's CRM software, including tools to help businesses sell more effectively, manage all customer communications in

one place, track and convert leads, make informed decisions faster, and provide consistent service Provides expert tips and tricks to make the software work more effectively Explains how to achieve increased customer satisfaction, customer loyalty, and more profitable customer relationships Author is considered one of a handful of global experts on CRM for small- and medium-sized businesses

[The Salesforce Career Playbook](#) - Martin Gessner
2020-10-29

"This book is the missing link ... and should be required reading for anyone looking to launch or grow a career within the Salesforce ecosystem." -Selina Suarez, Executive director/founder, PepUp Tech
In the next two years, an estimated 3.3 million jobs in the Salesforce ecosystem will open, and one of them could be yours. But how can you sort through all these jobs-administrators, architects, analysts, developers, consultants-and find the one that is right for you? And how

do you package yourself to win the job position? Martin Gessner, author of *The Salesforce Career Playbook*, is known in the Salesforce community for his highly regarded Salesforce credentials training. He has helped thousands of Salesforce professionals learn Salesforce, develop their careers, and prepare for certifications. Now, he has written the definitive guide to starting your Salesforce career, and moving up the ladder. From the Back Cover Packed with case studies and advice from people in the trenches of a Salesforce career, *The Salesforce Career Playbook* will help you: Find job opportunities and showcase your skills so that you land a job...and not just any old job, but the right job that is best suited to your personality, skills, and lifestyle preferences. Sort through the different careers available, and see a day-in-the-life of real Salesforce professionals working in these jobs. Learn insider tips and strategies for developing and growing your

career once you have joined the Salesforce ecosystem. Regardless of whether you have a master's degree in information technology or no formal education beyond eighth grade, you can earn a more-than-competitive wage and move up the ladder in a Salesforce-related career, and jobs are available for techies and not-techies alike. Editorial Reviews "I wish I had read The Salesforce Career Playbook six years ago when I did my transition into the Salesforce ecosystem."-Sergey Erlikh, MVP and solution architect "People don't put in enough time thinking about their careers. You can't just work hard and hope everything works out okay. You have to proactively plan your short-and long-term career, which is why I recommend studying Martin's Salesforce Career Playbook!"-David Liu, Salesforce technical architect, Salesforce MVP "I love the advice from all the people already working in Salesforce, from the nuts and bolts of

landing the first job to the high-level advice for finding the right trajectory."-Christine Marshall, MVP and Salesforce administrator "Whether you are a newbie, a career-changer, or advancing in your career, this book will help you find and take the next step."-Ben Duncombe, Director and Salesforce recruitment specialist at Talent Hub, a Salesforce recruitment firm "There's much more to being a successful Salesforce professional than simply accumulating Trailhead badges and Salesforce certifications. This book sheds light on some of the other critical elements (and skills) needed for career success."-David Giller, Salesforce Consultant & Trainer, CEO at Brainiate" This book is about finding your home in Salesforce-and not just any home, but the right home. It's about figuring out who you are as a person and making sure you align your career with what you want out of life." - Anna Loughnan, CRM product lead, community group leader, Salesforce MVP "An excellent

read for those navigating their Salesforce careers! Packed with tips for positioning yourself and getting hired." - Stuart Smith, Co-founder and director of SaaSpeople, a Salesforce recruitment firm

"This book should be required reading for anyone interested in starting or advancing their career in Salesforce." -Vickie Jeffery, Salesforce MVP, technology manager, Ausure, one of Australia's largest insurance broking companies

Tableau For Dummies - Molly Monsey 2015-10-14

Make your data work for you! Tableau For Dummies brings order to the chaotic world of data. Understanding your data and organizing it into formats and visualizations that make sense to you are crucial to making a real impact on your business with the information that's already at your fingertips. This easy-to-use reference explores the user interface, and guides you through the process of connecting your data sources to the software. Additionally, this approachable, yet

comprehensive text shows you how to use graphs, charts, and other images to bring visual interest to your data, how to create dashboards from multiple data sources, and how to export the visualizations that you have developed into multiple formats that translate into positive change for your business. The mission of Tableau Software is to grant you access to data that, when put into action, will help you build your company. Learning to use the data available to you helps you make informed, grounded business decisions that can spell success for your company. Navigate the user interface to efficiently access the features you need Connect to various spreadsheets, databases, and other data sources to create a multi-dimensional snapshot of your business Develop visualizations with easy to use drag and drop features Start building your data with templates and sample workbooks to spark your creativity and help you organize your information

Tableau For Dummies is a step-

by-step resource that helps you make sense of the data landscape—and put your data to work in support of your business.

SPIN® -Selling - Neil

Rackham 2020-04-28

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of

simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

The Complete Idiot's Guide to Cold Calling - Keith Rosen

2004-08-03

Does this sound familiar? 'If I could get in front of the prospect, the rest of the selling process becomes easier. It's just getting in front of them that's the challenge'. The fact is most cold-calling efforts are doomed from the start. Salespeople lose sales not due to a lack of effort but because they lack a prospecting system they are comfortable with, and can trust to generate greater, consistent results. If you are feeling the same way you have been for the last several years (including the 'calling to check in, touch base or follow-up' approach) or haven't been prospecting at all, you're simply making it easier for your competition to take away the new business you are working so hard to earn. So, if you love to sell but hate (or

don't like) to prospect, this book is your opportunity to maximize your cold calling potential and boost your income by learning how to get in front of the right prospects in less time and create greater selling opportunities without the fear, pressure or anxiety associated with cold calling.

Digital Marketing For

Dummies - Ryan Deiss

2020-08-25

Get digital with your brand today! Digital Marketing for Dummies has the tools you need to step into the digital world and bring your marketing process up to date. In this book, you'll discover how digital tools can expand your brand's reach and help you acquire new customers. Digital marketing is all about increasing audience engagement, and the proven strategy and tactics in this guide can get your audience up and moving! You'll learn how to identify the digital markets and media that work best for your business—no wasting your time or money! Discover how much internet traffic is really

worth to you and manage your online leads to convert web visitors into paying clients.

From anonymous digital prospect to loyal customer—this book will take you through the whole process! Learn targeted digital strategies for increasing brand awareness Determine the best-fit online markets for your unique brand Access downloadable tools to put ideas into action Meet your business goals with proven digital tactics Digital marketing is the wave of the business future, and you can get digital with the updated tips and techniques inside this book!

Office 365 For Dummies -

Rosemarie Withee 2018-10-25

Everything you need to get productive in the Cloud with Office 365 With 70 million users worldwide, Microsoft Office 365 combines the familiar Office desktop suite with cloud-based versions of Microsoft's next-generation communications and collaboration services. It offers many benefits including security, reliability,

compatibility with other products, over-the-air updates in the cloud that don't require anything from the user, single sign on for access to everything right away, and so much more. Office 365 For Dummies offers a basic overview of cloud computing and goes on to cover Microsoft cloud solutions and the Office 365 product in a language you can understand. This includes an introduction to each component which leads into topics around using each feature in each application. Get up to speed on instant messaging Use audio, video, and web conferencing Get seamless access to the Office suite with Office Web apps Access information anywhere, anytime Office 365 is the key to office productivity — and now you can put it to use for you! *Learning Salesforce Einstein* - Mohith Shrivastava 2017-06-28 Incorporate the power of Einstein in your Salesforce application About This Book Make better predictions of your business processes using prediction and predictive modeling Build your own

custom models by leveraging PredictionIO on the Heroku platform Integrate Einstein into various cloud services to predict sales, marketing leads, insights into news feeds, and more Who This Book Is For This book is for developers, data scientists, and Salesforce-experienced consultants who want to explore Salesforce Einstein and its current offerings. It assumes some prior experience with the Salesforce platform. What You Will Learn Get introduced to AI and its role in CRM and cloud applications Understand how Einstein works for the sales, service, marketing, community, and commerce clouds Gain a deep understanding of how to use Einstein for the analytics cloud Build predictive apps on Heroku using PredictionIO, and work with Einstein Predictive Vision Services Incorporate Einstein in the IoT cloud Test the accuracy of Einstein through Salesforce reporting and Wave analytics In Detail Dreamforce 16 brought forth the latest addition to the Salesforce platform: an AI tool

named Einstein. Einstein promises to provide users of all Salesforce applications with a powerful platform to help them gain deep insights into the data they work on. This book will introduce you to Einstein and help you integrate it into your respective business applications based on the Salesforce platform. We start off with an introduction to AI, then move on to look at how AI can make your CRM and apps smarter. Next, we discuss various out-of-the-box components added to sales, service, marketing, and community clouds from salesforce to add Artificial Intelligence capabilities. Further on, we teach you how to use Heroku, PredictionIO, and the force.com platform, along with Einstein, to build smarter apps. The core chapters focus on developer content and introduce PredictionIO and Salesforce Einstein Vision Services. We explore Einstein Predictive Vision Services, along with analytics cloud, the Einstein Data Discovery product, and

IOT core concepts. Throughout the book, we also focus on how Einstein can be integrated into CRM and various clouds such as sales, services, marketing, and communities. By the end of the book, you will be able to embrace and leverage the power of Einstein, incorporating its functions to gain more knowledge. Salesforce developers will be introduced to the world of AI, while data scientists will gain insights into Salesforce's various cloud offerings and how they can use Einstein's capabilities and enhance applications. Style and approach This book takes a straightforward approach to explain Salesforce Einstein and all of its potential applications. Filled with examples, the book presents the facts along with seasoned advice and real-world use cases to ensure you have all the resources you need to incorporate the power of Einstein in your work. *Salesforce.com For Dummies* - Liz Kao 2016-04-07 Your all-access guide to reaping the benefits of

Salesforce.com Salesforce.com has a rapidly expanding influence over the way companies across the globe interact with their clientele. Written by Salesforce.com insiders with years of experience in customer relationship management (CRM) solutions, *Salesforce.com For Dummies* gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll discover how to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, create accurate projects based on past performance, and so much more. A customizable, on-demand CRM solution, Salesforce.com allows businesses to organize and manage all of their customer information—leads, opportunities, contacts, accounts, cases, and solutions—in one place. Whether you're a Windows or Mac user, this down-to-earth, friendly guide shows you how

to maximize Salesforce.com's capabilities to close deals faster, gain real-time visibility into sales, and collaborate instantly. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues using Chatter If you're new to Salesforce.com or an existing user looking for the latest tips and tricks to maximize its potential, this friendly guide has you covered. **Scrum For Dummies** - Mark C. Layton 2018-04-16 Use scrum in all aspects of life Scrum is an agile project management framework that allows for flexibility and collaboration to be a part of your workflow. Primarily used by software developers, scrum can be used across many job functions and industries. Scrum can also be used in your personal life to help you plan for retirement, a trip, or even a wedding or other big event. Scrum provides a small set of

rules that create just enough structure for teams to be able to focus their innovation on solving what might otherwise be an insurmountable challenge. *Scrum For Dummies* shows you how to assemble a scrum taskforce and use it to implement this popular Agile methodology to make projects in your professional and personal life run more smoothly—from start to finish. Discover what scrum offers project and product teams Integrate scrum into your agile project management strategy Plan your retirement or a family reunion using scrum Prioritize for releases with sprints No matter your career path or job title, the principles of scrum are designed to make your life easier. Why not give it a try?

Marketing For Dummies -

Alexander Hiam 2014-05-05

An introduction to marketing discusses such topics as designing a marketing program, research, advertising, sales, social media, and telemarketing.

Slack For Dummies - Phil

Simon 2020-06-10

You get so much more done when you Slack! Ever wondered what it would be like to be less overwhelmed, more efficient, and much more engaged at work? A way you can make all that happen is, of course, to Slack. Actually, it's to use Slack, the business communications platform that's revolutionized how groups work together. This comprehensive guide shows how—as well as why—there are now millions of users of this flexible, fun, and intuitive workspace tool. Presented in a clear, easy-to-follow style, *Slack For Dummies* takes you from the basics of getting started with the service all the way through how to get your teams Slacking together for all they're worth. You'll also find case studies showing how Slack increases productivity and how to replicate that in your organization, as well as tips on getting buy-in from the boss. Introduce Slack to your workflow Understand roles and features Analyze user data Keep your Slacking secure So,

take a peek inside and discover how you can cut the slack using Slack—and clue your teams in on how there is actually a way to Slack off for improved results!

Learn Salesforce Lightning - Felicia Duarte 2017-12-20

Refer to this invaluable how-to guide for basic training on Salesforce Lightning.

Salespeople and technical users and consultants will no longer have to resort to learning the interface on their own, which is very time consuming. *Learn Salesforce Lightning* is a step-by-step visual guide that offers immediate and valuable solutions to the new set of UI tools included in Lightning. With chapters broken down into easily absorbed topics, you walk through the entire process of managing your daily activities within Salesforce, as well as basic customizations and system management. The book explains the primary use cases for Lightning, and simplifies some of the more complex features, such as opportunity stage management

and the new dashboard builder. Topics covered include: Sales and service management Lightning Apps on the AppExchange Lightning dashboards and reports Lightning security Lightning Process Builder and more What You'll Learn Navigate the Salesforce Lightning interface Know where to go in the setup area to make customizations Create dynamic reports and dashboards View Lightning on a mobile device Train other users on common day-to-day activities within Lightning Who This Book Is for Salespeople, managers, and executives who are currently evaluating Salesforce.com, who recently purchased a license with Salesforce.com, or recently upgraded to the Lightning user interface. This book is also for Salesforce administrators, consultants, project managers, and technical users looking for basic training on Salesforce Lightning.

Salesforce for Beginners -

Sharif Shaalan 2020-05-29

Get a 360-degree view of the Salesforce platform and learn

how to use it for sales, service, marketing, and automating business processes. Key Features Understand how to use core Salesforce objects for maximum efficiency Build various dashboards and reports to analyze results and improve visibility in your business processes Learn the basics of Salesforce administration and mobile app set up Book Description Salesforce is the world's leading Customer Relationship Management (CRM) software, helping businesses connect with their constituents and partners. This book will give you a comprehensive introduction to managing sales, marketing, customer relationships, and overall administration for your organization. You'll learn how to configure and use Salesforce for maximum efficiency and return on investment. You'll start by learning how to create activities, manage leads, and develop your prospects and sales pipeline using opportunities and accounts, and then understand how you can enhance marketing

activities using campaigns. Packed with real-world business use cases, this Salesforce book will show you how to analyze your business information accurately to make productive decisions. As you advance, you'll get to grips with building various reports and dashboards in Salesforce to derive valuable business insights. Finally, you'll explore tools such as process builder, approval processes, and assignment rules to achieve business process automation and set out on the path to becoming a successful Salesforce Administrator. By the end of the book, you'll have learned how to use Salesforce effectively to achieve your business goals. What you will learn Understand the difference between Salesforce Lightning and Salesforce Classic Create and manage leads in Salesforce Explore business development with accounts and contacts in Salesforce Find out how stages and sales processes help you manage your opportunity pipeline Achieve marketing

goals using Salesforce campaigns Perform business analysis using reports and dashboards Gain a high-level overview of the items in the administration section Grasp the different aspects needed to build an effective and flexible Salesforce security model Who this book is for If you're new to Salesforce and want to learn it from scratch, this book is for you. No prior knowledge of Salesforce is required to get started with this book.

Storytelling with Data - Cole Nussbaumer Knaflic
2015-10-09

Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is

not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data

will give you the skills and power to tell it!

Salesforce Marketing Cloud For Dummies - Chester

Bullock 2017-10-13

Salesforce Marketing Cloud:

Take your digital marketing on a journey! Everything seems to be moving to the cloud these days—and digital marketing is no exception! Salesforce Marketing Cloud For Dummies guides you through the use of Salesforce's exciting suite of cloud-based digital marketing solutions, which have the power to help you plan, personalize, and optimize your customers' journey. Written by a leader of the Salesforce training and development team, Salesforce Marketing Cloud users will find essential information on using the suite of tools and tips and tricks that only an insider would be able to share. With easy-to-follow instructions, this guide helps you discover how to incorporate your data sets into the tools to create models, campaigns, and customer maps that enable you to create a positive experience for your

customers. As Salesforce.com's multi-channel digital marketing platform, the Salesforce Marketing Cloud focuses on helping you manage one-on-one customer journeys. Leveraging a variety of features, this suite of tools offers email marketing, mobile marketing, social media marketing, content and messaging, predictive intelligence, and more. Your ability to navigate these features and functions will determine your digital marketing campaign's success, so it's critical that you make the most of this tool! Navigate and manage the Salesforce Marketing Cloud Define and understand your customers' journeys—and how you fit into them Engage your customers across devices, ensuring consistent communication Use predictive data to optimize engagement Salesforce Marketing Cloud For Dummies helps you make the most of your investment in the digital marketing world!

Practical Salesforce.com Development Without Code -

Philip Weinmeister 2014-12-31

Are you facing a challenging Salesforce.com problem--say, relating to automation, configuration, formulation, or reporting--that you can't quite crack? Or maybe you are hoping to infuse some creativity into your solution design strategy to solve problems faster or make solutions more efficient? Practical Salesforce.com Development Without Code shows you how to unlock the power of the Force.com platform to solve real business problems--and all without writing a line of code. Adhering to Salesforce.com's "clicks, not code" mantra, Salesforce.com expert Phil Weinmeister walks you through different business problems and identifies effective, creative--and proven--approaches to solutions using the platform's declarative framework. If you are a Salesforce.com administrator, analyst, consultant, or developer, you can attest to the insatiable appetite of users for new functionality. Your clients expect solutions--and now. By adopting Practical

Salesforce.com Development Without Code as your guide, you will learn how to deliver business solutions within Salesforce.com by combining analysis, creativity, and logic with some of its core elements, including validation rules, workflow rules, and formula fields. In addition, Weinmeister dissects and explains the most useful functions and features for developers, and shows you how to use them. Among other things, you will learn how to: Build objects, fields, and relationships to establish a sensible data model Automate business processes by using workflow rules and flows (Visual Workflow) Utilize functions and develop formulas effectively for a variety of business needs Develop intricate approval processes to handle exception scenarios Employ publisher actions to drive additional functionality from the Chatter feed Manage your data using Data Loader Best of all, Weinmeister uses real-life business scenarios and visuals to keep you engaged and learning something new

with every page you read. Practical Salesforce.com Development Without Code will help you absorb the principles behind dozens of creative and thoughtful ways to solve your business problems. Applying

the lessons learned from this how-to guide will ultimately save you time and ensure that your clients or internal customers are well satisfied and productive.