



WILLPOWER Technologies

SALES FORCE CRM

Section 1-cloud computing concepts

- Introduction
- Evolution of cloud computing
- Comparisons with other computing techniques
- Key characteristics of cloud computing
- Advantages /disadvantages
- Classification of cloud computing
 - **Based on as service model**
 - PAAS(platform as a service)
 - SAAS(software as a service)
 - IAAS(infrastructure as a service)
 - **Based on development or access model**
 - Public cloud
 - Private cloud
 - Hybrid cloud
- Static of cloud computing and web
- Web1.0 Vs web2.0 Vs3.0
- **Section 2-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
 - Customer benefitting from CRM
 - A view of available of CRM products from IT industry
 - Compare salesforce.com CRM with other CRM products

Section 3-salesforce.com overview

➤ Over view of products

- Sales-sales cloud and jigsaw
 - Service-service cloud and remedy force
 - Social-chatter and radian 6
 - Custom-force.com,database.com,heroki
- Apex change
- Edition and pricing

Section 4-sales cloud concepts

- Home page,tabs,apps,tab home pages,record,detail page, related lists and sidebar
- Understanding leads and opportunities
- Adding a lead
- Converting an account
- Team contacts
- Edit an account record
- Adding an opportunity
- Adding an product to an opportunity
- Sales ID
- Adding a contacts
- Adding a contact
- Adding a task
- Creating a task
- Creating view
- Connecting to Microsoft out look
- Send and add an email
- Activity history
- Logging a call
- Submitting a case
- Documents tab
- Campaigns

Section 5-sales cloud concepts

- Create case
- Manage cases
- Researching and resolving cases
- Communicating the outcome
- Automate case management
- Capturing and associating cases efficiently
- Helping customers helping themselves
- Improving productivity

Section 6-force.com –build killer apps

- Basics of force .com –apps,tabs,objects,forms,links etc
- Benefits of force.com platform
- Technologies behind force.com platform multitenant architecture,meta data,drivenModel,web services APIs,Apex,visual form sites and apex change

- Database, security, web sites models, app distribution and integration
- Creating an application to demonstrate force.com
 - Creating an application
 - Adding relationships
 - Creating reports and dashboards
 - Using formulas and validation rules
 - Using workflow and approvals
 - Adding business logic with apex triggers
 - Adding tests to your application
 - Building a custom user interface using visual force
 - Creating a public web page using sites
 - Creating a storefront
 - Creating a desktop app with force.com flex

Section 7-Apex-word's first cloud computing language

- Introduction to apex code
- Language constructs
- Invoking apex
- Classes, objects and interfaces
- Apex design patterns
- Dynamic apex
- Batch apex
- Debugging apex
- Developing apex in managed packages
- Exposing apex methods as web services
- Invoking callouts using apex
- Deploying apex

Section 8-visualforce-custom user interface

- Introduction and tools
- Styling vf pages
- Standard controllers and standard list controllers
- Custom controllers and controllers extensions
- Advanced examples
- Overriding buttons, links and tabs with VF
- Using static resources and custom components
- Dynamic vf bindings and components
- Integrating e-mail with VF
- Rendering flow with VF
- Templating with vf
- Developing for mobile devices
- Adding vf to force.com app exchange APP
- Using javascript in VFpage
- Best practices

Section 9-other features

- MS, tools documentation, releases, code samples, best practices, deployment guide, data migration and cheat sheets etc.

Section 10-administration and consulting

- Concepts of SFDC admin and consulting
- Case studies

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