

# Salesforce

## Cheat Sheet

### Introduction

- Cloud Solution** - Salesforce is leading Customer Relationship Management (CRM) software, offers various features to help organisations keep track of their accounts, contacts and opportunities.
- Cloud Sales Cloud** is used for supporting a sales process, which includes campaigns, leads, accounts and contacts and is used by sales organisations.
- Salesforce Cloud Service Cloud** also provides functionalities such as entitlements, knowledge base and case management. Used by support organisations.

### Salesforce Objects

- Standard Objects** - The objects are already created for the user by the Salesforce platform, also called **Account Object**.  
**Objects are:** Account, Account History, Case, Contact, User, Asset, Domain.
- Custom Objects** - Objects that are created by user, based on the business processes.
  - Features:
    - Can build page layouts to control fields, and the read-write access.
    - Can import custom object records.

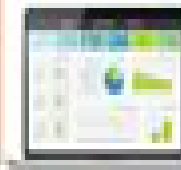
### Salesforce Objects Continued...

- External Objects** - The objects which you create map to the data stored outside your organisation.
  - Can create reports and dashboards to analyse custom object data.
  - Can create a custom tab for the custom object.
  - Can track tasks and events.
  - Can import custom object records.
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### Visualforce



### Dashboards



- Provides more insights than reports.
- Combines data from many reports.
- Shows a summarised result.

### Salesforce Relational Tables

- Salesforce Platform stores data in relational tables.
- These relational tables are also called **API Objects**.

### Automate Business Processes

- Select an Object to start the process.
- Map criteria to the object to allow the start of the process.
- Map action to the criteria to trigger the execution of the process.

### Other Features in Salesforce

- Sales Collaboration
- Email Integration
- File Sync Share
- Sales Forecasting
- Territory Management

### Steps to Create Reports



### Steps for Exporting Data



### Steps for Importing Data



# Salesforce User Guide

**Rachel Sandford**



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