

# Salesforce

## Cheat Sheet

### Introduction:

- **About Salesforce:** Salesforce is leading Customer Relationship Management (CRM) Software, offers various functionalities to help organisations keep track of their accounts, contacts and opportunities.
- **Sales Cloud:** Sales cloud focuses on supporting a sales process, which includes campaigns, leads, accounts and contacts and is used by sales organisations.
- **Service Cloud:** Service Cloud also provides functionalities such as entitlements, knowledge bases 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.

**Standard 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, also the read-write access.
- Can import custom object records.

- **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 fields and events.
- Can import custom object records.

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- **Custom Objects:** Objects that are created by user, based on the business processes.

#### Features:

- Can build page layouts to control fields, also the read-write access.
- Can import custom object records.

### 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.
- Add criteria to the object to allow the start of the process.
- Add action to the criteria to trigger the execution of the process.

### Other Features in Salesforce:

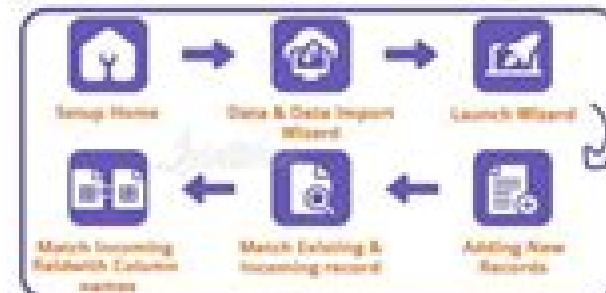
- Sales Collaboration
- Email Integration
- Files Sync Share
- Sales Forecasting
- Territory Management

### Dashboards:

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



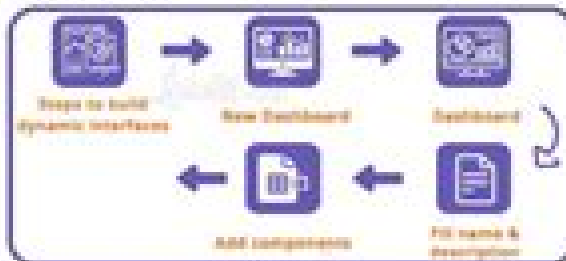
### Steps for Importing Data:



### Steps for Exporting Data:



### Visualforce:



### Steps to Create Reports:



#### FURTHERMORE:

Salesforce Certification Training  
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**Michal Rosen-Zvi**

A red circular graphic with a gradient, appearing as a stylized arrow or a partial circle, located to the right of the author's name.

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