

STUDY GUIDE FOR SALESFORCE ADVANCED ADMINISTRATOR (ADM-211) CERTIFICATION EXAM

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Salesforce Adm 2study Guide

R Barnett



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Salesforce CRM - The Definitive Admin Handbook Paul Goodey, 2016-12-21 Learn how to successfully administer build and manage Salesforce CRM and Salesforce mobile solutions using real world and best practice techniques About This Book See the latest best practice Salesforce administration principles gain real world advice and understand critical design considerations to set up and customize Salesforce CRM This is a pragmatic guide to the key functions of customizing and setting up the application for enterprise security user and data management process automation analytics and mobile features Step by step navigation and descriptions of the features of Salesforce CRM platform and clear guidance on the customization and administration of the application Identify what is covered to create your own improved study guide for the certified administrator examination 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 administrator or a more experienced professional this book will enhance your knowledge and understanding of the features of Salesforce CRM What You Will Learn Manage and administer user records and password policies Configure and control the various organization wide user interface features in Salesforce CRM Set up and maintain users profiles and permission sets and administer appropriate security and login access mechanisms Apply organization security Understand the capabilities of the Salesforce CRM sharing model Create delete and customize fields page layout and list views for custom and standard objects Find out how Apex and Visualforce coding can be used in Salesforce CRM Implement the mechanisms for data management Discover the tools to import update transfer and mass delete data In Detail Salesforce CRM s Winter 17 release offers a host of new features for CRM designed to transform your sales and marketing requirements With this comprehensive guide to implementing Salesforce CRM administrators of all levels can easily acquire deep knowledge of the platform The book begins by guiding you through setting up users and the security settings and then progresses to configuration data management and data analytics We swiftly move on to the setting up of organization wide features that affect the look and feel of the application Process automation and approval mechanisms are covered next along with the functional areas of Sales Cloud Service Cloud Marketing Cloud and Salesforce Chatter This book details Salesforce CRM system administration in a practical way and is an invaluable reference for both new administrators and experienced professionals At the end of the book techniques to further enhance the system and improve the return on investment Salesforce mobile apps and mobile administration are covered along with Salesforce Adoption Manager Every chapter is complete with a section containing example questions of the type that you might encounter in the certification examination Style and approach This book takes a straightforward no nonsense approach to working with the Salesforce CRM platform Filled with examples and use cases the book presents the facts along with seasoned advice and real world examples to ensure you have all the resources you need to become a more informed Salesforce Administrator **Salesforce Advanced Administrator Certification Guide** Enrico

Murru,2019-11-08 Master advanced Salesforce Administration concepts with expert tips techniques and mock tests Key Features Learn advanced features to reduce implementation time and enhance your Salesforce administration skills Develop the ability to solve critical issues with a proactive approach and deliver the best solution Explore complex automation with workflows approvals process builder and custom Apex coding Book Description The Salesforce Advanced Administrator certification extends beyond administrator certification covering advanced platform features and functions such as configuration automation security and customization Complete with comprehensive coverage of all these topics and exam oriented questions and mock tests this Salesforce book will help you earn advanced administrator credentials You ll start your journey by mastering data access security monitoring and auditing and understanding best practices for handling change management and data across organizations The book then delves into data model management for improving data quality and lets you explore Sales features such as products schedules quotes and forecasting capabilities As you progress this book will guide you in working with content management to set up and maintain Salesforce content You ll also master organizing your files and data using reports and dashboards Finally you ll learn how to use a combination of automation tools to solve business problems By the end of the book you will have developed the skills required to get your advanced administrator credentials What you will learn Master data security to monitor your org effectively Explore best practices for handling change management across orgs Extend the capabilities of Salesforce objects using advanced relationships validation rules and duplicate management Handle file libraries with Salesforce CRM content Understand ways to deliver the best solutions with Sales and Service Cloud applications Build reports and dashboards to visualize data for better decision making Customize your CRM with process automation features Who this book is for If you ve already achieved your Salesforce administrator certification this book will help you prepare for the Salesforce Advanced Administrator certification You ll also find this guide useful if you are a Salesforce administrator or developer and want to maximize your administration skills with deeper knowledge of advanced Salesforce declarative features 1 2 years of experience as a Salesforce administrator or developer is enough to help you to get the most out of the book **Salesforce Certified Platform Administrator Study Guide** Mike Wheeler,2025-10-07 Whether you re starting your Salesforce journey planning a career shift or curious about cloud computing and customer relationship management CRM this practical book is the source you need Packed with foundational knowledge and practical insights the Salesforce Certified Platform Administrator Study Guide demystifies the cloud CRM and the entire Salesforce ecosystem Author Mike Wheeler who holds eight Salesforce certifications and has worked as a Salesforce administrator developer trainer and consultant leads you through the certification process and shows you how to navigate Salesforce with confidence This book equips you to apply best practices in administration data management customization and security while preparing for the certification exam With this guide you will Understand Salesforce s core concepts and architecture as the leading CRM platform Learn key administration practices from managing

Whether you re starting your Salesforce journey planning a career shift or curious about cloud computing and customer relationship management CRM this practical book is the source you need Packed with foundational knowledge and practical insights the Salesforce Certified Platform Administrator Study Guide demystifies the cloud CRM and the entire Salesforce ecosystem Author Mike Wheeler who holds eight Salesforce certifications and has worked as a Salesforce administrator developer trainer and consultant leads you through the certification process and shows you how to navigate Salesforce with confidence This book equips you to apply best practices in administration data management customization and security while preparing for the certification exam With this guide you will Understand Salesforce s core concepts and architecture as the leading CRM platform Learn key administration practices from managing

data to configuring security and customization Prepare for the Salesforce Platform Administrator Certification with complete coverage of all knowledge areas Assess your exam readiness with chapter ending quizzes and a realistic full length practice test with detailed answer explanations Mike Wheeler founder of Rapid Reskill and Velza holds eight Salesforce certifications and has worked as an administrator developer trainer and consultant Since 2016 he s taught hundreds of thousands online to use Salesforce gain certifications and build careers with a focus on Salesforce and AI training and consulting **Salesforce Platform App Builder Certification Guide** Paul Goodey,2020-11-13 Get up to speed with the essential concepts and techniques necessary to prepare for the Salesforce Platform App Builder certification exam Key FeaturesPrepare for the Salesforce Platform App Builder certification exam by exploring important concepts and expert tips and techniquesDesign the data model user interface business logic and security for custom appsUnderstand the key milestones and considerations when managing an application lifecycleBook Description Do you want to be able to confidently design and build apps that support business processes within the Lightning Platform Salesforce Platform App Builder Certification Guide not only helps you to do this but also prepares you for the certification exam The book starts by describing the core capabilities of the Lightning Platform You ll learn techniques for data modeling to design build and deploy apps without writing code and achieve rapid results with the declarative capabilities that the Lightning Platform provides Next you ll explore utilities for importing and exporting data and the features available in the Lightning Platform to restrict and extend access to objects fields and records You ll also be able to customize the Salesforce Lightning Experience user interface UI and build functionality for custom buttons links and actions Later this certification study guide will take you through reporting and the social and mobile features of the Lightning Platform Finally you ll get to grips with Salesforce build environments and deployment options By the end of this Salesforce book you ll not only have learned how to build data models enforce data security and implement business logic and process automation but also have gained the confidence to pass the Platform App Builder exam and achieve Salesforce certification What you will learnExplore the core features of the Lightning PlatformDesign and build an appropriate data model for a given scenarioIdentify the Lightning Platform s features and capabilitiesCustomize the Salesforce Lightning Experience UIImplement business logic and process automationIdentify the capabilities of declarative customizationWho this book is for This book is for beginners and aspiring developers who want to learn how to build apps on the Salesforce Platform or pass the Salesforce Platform App Builder certification exam Salesforce administrators and existing Salesforce Lightning Platform developers looking to learn more about the declarative non programmatic app building capabilities of the Salesforce Lightning Platform will also find this book useful **CFE Study Guide 2025-2026** Brielle Morgan,2025-09-07 **Salesforce Certified Administrator Study Guide** Mike Wheeler,2025-12-02 Whether you re just starting your Salesforce journey planning a career shift or simply curious about the world of cloud computing and customer relationship management CRM this practical book is the source you need Packed

with foundational knowledge and practical insights the Salesforce Certified Administrator Study Guide helps you understand the cloud CRM and the entire Salesforce ecosystem Author Mike Wheeler who s worked on the Salesforce platform as an administrator developer and consultant takes you through the certification process and Salesforce s vast and dynamic realm This book serves as a vital pathway to proficiency ensuring that professionals are equipped to harness Salesforce s capabilities and stand out in the competitive landscape of digital transformation With this guide you will Explore the foundational concepts and architecture of Salesforce and its role as the leading CRM platform Learn the intricacies of Salesforce administration from data management to customization and security Understand the significance and structure of the Salesforce Administrator Certification including the knowledge areas it encompasses Navigate and configure the Salesforce platform with confidence optimizing it for your organization s specific needs Implement best practices in Salesforce administration ensuring efficient and secure operations Mike Wheeler holds eight Salesforce certifications and has worked professionally on the Salesforce platform as an administrator developer and consultant

Salesforce CRM Administration Handbook Krzysztof Nowacki,Mateusz Twarożek,2024-04-30 Master the core concepts of Salesforce administration and gain a holistic understanding of the SF ecosystem that will also help you prepare for the Salesforce certification exam Key Features Understand Salesforce architecture and security model Integrate Flow Builder with other Salesforce components for seamless automation Understand how to create and manage approval workflows in Salesforce Purchase of the print or Kindle book includes a free PDF eBook Book DescriptionDo you aspire to be a successful Salesforce administrator or consultant If yes then this step by step guide is for you Written by certified Salesforce professionals the Salesforce CRM Administration Handbook will take you through the intricacies of Salesforce covering objects records automation and much more while also prepping you for the Salesforce certification exam Starting with an overview of the capabilities and limitations of Salesforce you ll progress toward a holistic understanding of system architecture with real world examples including workarounds that enable the successful completion of projects As you delve deeper you ll learn about the fundamental concepts of a CRM system its purpose and the pivotal role of an administrator in the Salesforce lifecycle You ll also explore the basic structures of the entire Salesforce system and navigate confidently through the intricacies of security automation and reporting in the Sales Service Cloud By the end of this book you ll have the confidence you need to navigate Salesforce s backend seamlessly implement configuration changes effortlessly and communicate fluently in Salesforce terminology What you will learn Discover strategies to stay up to date with Salesforce releases Integrate Salesforce products seamlessly to meet diverse business needs Explore Sales and Service Cloud and its transformative impact on sales and customer support operations Master opportunity management for successful deal closures and pipeline forecasting Understand Salesforce Orgs managing users settings and customization Explore data import and export methods and data mapping Discover best practices mock tests and valuable tips and tricks to prepare for

Salesforce certification Who this book is for This book is for aspiring Salesforce administrators and consultants looking to build a solid foundation in Salesforce products system setup and customization as well as advance their careers within the Salesforce ecosystem It s also a great resource for those preparing to take the Salesforce ADM 201 certification exam as it serves as an excellent supplement to the existing learning materials

Designing Cisco Security Infrastructure

(300-745) Study Guide Anand Vemula, This study guide for the Cisco 300 745 exam Designing Cisco Security Infrastructure v1 0 provides a thorough and practical overview of the core concepts and technologies necessary to design robust scalable and secure network infrastructures The book covers essential Cisco security portfolio components including SecureX Zero Trust architecture and threat centric security models laying a strong foundation for understanding Cisco s approach to cybersecurity It delves into designing secure network access focusing on Identity and Access Management IAM with Cisco Identity Services Engine ISE 802 1X authentication methods and network segmentation using TrustSec The guide explains perimeter security design with Cisco Secure Firewall including firewall principles NAT VPN and integration with SIEM tools for comprehensive threat management Readers gain insights into securing the network infrastructure itself covering control data and management plane security Layer 2 and Layer 3 protections WAN LAN design and infrastructure device hardening The book also addresses advanced threat protection with Cisco Secure Malware Analytics Endpoint and Network Analytics alongside threat intelligence integration for proactive defense Content security is covered via Cisco Secure Email Web Appliance Umbrella DNS layer security and cloud delivered services with policy design strategies The guide further explores secure remote access VPNs with Cisco AnyConnect comparing SSL and IPsec VPNs and integrating multi factor authentication for enhanced security Finally it covers security management and operations centralized management tools SIEM integration event correlation and incident response The book concludes with securing multicloud and virtual environments using Cisco s Secure Workload CASB and hybrid security strategies This guide equips professionals to confidently design comprehensive Cisco security infrastructures aligned with industry best practices

Mastering

Salesforce Reports and Dashboards David Carnes,2023-06-14 Effective repeatable and insightful analytics are key to ROI in customer relationship management systems Many organizations however lack the automated reporting tools they need to run their businesses and instead choose to massage the data in Excel But there s a better way Salesforce s standard reporting tools provide a rich set of features that when combined support a wide variety of analytics needs This practical introduction covers all the aspects and features you need to be successful with Salesforce reports and dashboards Author David Carnes chairman and chief evangelist for OpFocus shows executives end users and report and dashboard superusers what analytics are possible which features report writers should ask to be enabled and which settings and permissions system administrators need to activate You ll learn How to create reports using the four main report formats in Salesforce How to create and use dashboards Methods for storing and finding reports and dashboards How to leverage formulas and

trending in Salesforce reporting Special reporting features only available in Salesforce Mobile and on the Analytics tab Ways to embed report charts and dashboards in Lightning page layouts Powerful combinations of reporting features to drive decisions

Salesforce Platform App Builder Certification Rakesh Gupta, 2019-12-16 New or intermediate developers will want to use this hands on guide to prepare for the Salesforce Certified Platform App Builder credential awarded for designing building and implementing applications using the declarative customization capabilities of the Salesforce Platform This is the first book available covering this content and Salesforce training is very costly This book is filled with real world examples and hands on exercises enabling you to prepare for the certification exam in a short span of time Multiple choice study questions and exercises are included to help you apply what you learn in each chapter Author Rakesh Gupta explains Salesforce Platform fundamentals including knowledge about the limitations of the declarative platform and when to use programmatic development versus the AppExchange Data management and data analytics are covered And you will learn how to set up organization wide features that affect the look and feel of your application Sandbox design patterns and process automation tools available in Salesforce are discussed and you will know when to use them You will become familiar with a wide array of topics including designing a mobile app and reporting in Salesforce What You Will Learn Know when to use declarative development versus programmatic development versus the AppExchange Understand the Salesforce data model field type when to use which fields and how and when to use an external object in Salesforce Be familiar with security and settings in Salesforce See how easily users can migrate to the Lightning experience from the classic platform Implement business process automation using declarative features Apply the automation process in Salesforce Utilize Process Builder and manage its power to automate business processes Use sandboxes and deployment tools Who This Book Is For New or intermediate Salesforce developers or anyone in the Salesforce development arena who wants to learn or explore the platform

Salesforce B2C Solution Architect's Handbook Mike King, Melissa Murphy, 2024-05-31 Design solutions across the Salesforce Customer 360 ecosystem with this definitive guide for Salesforce B2C solution architects covering B2C Commerce Service Cloud Data Cloud and Marketing Cloud Key Features Create a frictionless customer experience and a unified view of all touchpoints Avoid expensive rework by getting your architecture right the first time Use real world scenarios and best practices to prepare for the B2C Solution Architect certification exam Purchase of the print or Kindle book includes a free PDF eBook Book Description In today's competitive landscape the ability to create a unified view of the customer and turn data into actionable insights is a game changer for businesses With Salesforce B2C Solution Architect's Handbook you'll gain a deeper understanding of the integration options and products that help you deliver value for organizations The book will guide you through the tools techniques and scenarios needed to confidently tackle the B2C Solution Architect exam You'll start by building a robust understanding of each component within the Customer 360 ecosystem diving into their capabilities data models and governance structures As you progress you'll explore the role of a

B2C solution architect in planning critical requirements and implementation sequences to avoid costly reworks and unnecessary delays You ll learn about the available options for integrating products with the Salesforce ecosystem and demonstrate best practices for data modeling across Salesforce products and beyond By the end of this journey you ll not only be prepared to ace the exam but also to excel as a Salesforce B2C Solution Architect ready to shape the future of customer engagement What you will learn Explore key Customer 360 products and their integration options Choose the best integration architecture to unify data and experiences Plan for requirements design choices and implementation sequences Architect a single view of the customer to support service marketing and commerce Integrate Customer 360 solutions into a single source of truth solution Orchestrate data and user flows to support functionality from multiple components Understand the capabilities and design considerations for Data Cloud Prepare for the B2C Solution Architect exam Who this book is for This book is for professionals in high level job roles that heavily rely on Salesforce proficiency It s primarily written for Salesforce technical architects application functional architects integration architects enterprise architects and CTO teams looking to benefit from a deeper understanding of this platform Before you get started you should understand the fundamentals of data integration APIs and connected systems in general along with knowledge of the basics of business to consumer B2C customer experiences

Practice Questions For Salesforce Administrator Certification Case Based - Latest Edition Exam Og,2023-03-07 The Practice Questions for Salesforce Administrator Certification Case Based Latest Edition is a comprehensive guidebook that is designed to help you prepare for the Salesforce Administrator certification exam The book is written in a clear and concise manner and is filled with practice questions and case studies that will help you to understand the concepts of Salesforce administration The book is divided into different sections covering all the key topics of the Salesforce Administrator certification exam Each section starts with an introduction to the topic and is followed by a series of practice questions that are based on real world scenarios The questions are designed to test your knowledge of the topic and to help you identify areas where you may need to focus your studies The case studies included in the book are based on real world scenarios and are designed to help you understand how to apply the concepts of Salesforce administration in a practical setting The case studies cover different industries and business processes allowing you to gain a broad understanding of how Salesforce can be used to support different types of organizations The book also includes detailed explanations of the answers to each practice question helping you to understand the reasoning behind each answer This is particularly useful when you are struggling to understand a concept or need further clarification on a particular topic Whether you are a beginner looking to start your journey towards Salesforce Administrator certification or an experienced Salesforce professional looking to brush up on your knowledge this book is an essential resource for anyone looking to pass the Salesforce Administrator certification exam With its comprehensive coverage of all the key topics practice questions and case studies this book is sure to help you succeed in your certification journey

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Salesforce Administrator Certification Latest Edition 2023 Exam Og,2023-03-02 Practice Questions for Salesforce Administrator Certification Concept Based Questions Latest Edition is the ultimate resource for those preparing for the Salesforce Administrator Certification exam This book contains a comprehensive collection of concept based questions designed to provide you with an in depth understanding of Salesforce Administration With over 100 practice questions you ll be fully prepared to take on the challenging certification exam Each question is carefully crafted to test your knowledge on essential Salesforce concepts and features helping you identify areas where you may need further study The Latest Edition features updated questions based on the most recent Salesforce release ensuring you re studying the most current and relevant material Whether you re an experienced Salesforce Administrator or just starting your certification journey this book will help you sharpen your skills and feel confident on exam day

Salesforce for Beginners Sharif Shaalan,Timothy Royer,2022-10-31 Learn how to leverage the Salesforce platform for sales service marketing and automating business activities from a 360 degree perspective Purchase of the print or Kindle book includes a free eBook in the PDF format Key Features Automate business processes with Salesforce Flow the new replacement for workflow rules and process builders on the Salesforce platform Discover key data integrity and security concepts with new specially dedicated chapters Take your first steps in basic testing and debugging as a Salesforce professional Book Description The second edition of Salesforce for Beginners provides you with a holistic introduction to the Salesforce platform Whether you need help with the lead generation process Salesforce user management and data security or automating tasks with Salesforce Flow this book is for you Throughout this new edition you will find real world business use cases to demonstrate concepts screenshots of the latest UI displayed for screen navigation and exercises at the end of every chapter to test your newfound knowledge Working with the world s leading CRM software you will learn how to create activities manage leads develop your prospects and sales pipeline using opportunities and accounts and understand how you can enhance marketing activities using campaigns You will be able to take your administration skills to the next level as you approach real world user management topics such as ownership skew You will learn about data security on the Salesforce platform with an introduction to the role hierarchy system and user permissions and much more In this new edition you ll get to explore the popular automation tool Salesforce Flow You ll learn about the different flow types to employ how to construct your first flow and how to extensively test your flow This will allow you to come away from reading this book with a real functional flow for your business processes What you will learn Explore business development with leads 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 Practice automating business processes with Salesforce Flow Gain a high level overview of the items in the administration section Grasp the different aspects needed to build an effective Salesforce security model Who this book is for If you are new to Salesforce and want to learn it from scratch an administrator looking to

build your Salesforce skills or a student looking to start a career in Salesforce this book is for you No prior knowledge of the Salesforce is required to get started with this book **Salesforce Certified Admin** ,2019 Manage and Understand the way your users communicate with customers with Activity Management If you re only taught how to add 1 1 and you re asked to add 2 2 on the test you may not necessarily know how to But if you re taught how to add any numbers together the test will suddenly appear much easier And of course he wants to make sure you get value out of this course So what are you waiting Get the course NOW and become a Salesforce Certified Admin Resource description page **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 Books in Series ,1979 *Salesforce Platform App Builder Certification* Rakesh Gupta,2019-12-17 New or intermediate developers will want to use this hands on guide to prepare for the Salesforce Certified Platform App Builder credential awarded for designing building and

implementing applications using the declarative customization capabilities of the Salesforce Platform This is the first book available covering this content and Salesforce training is very costly This book is filled with real world examples and hands on exercises enabling you to prepare for the certification exam in a short span of time Multiple choice study questions and exercises are included to help you apply what you learn in each chapter Author Rakesh Gupta explains Salesforce Platform fundamentals including knowledge about the limitations of the declarative platform and when to use programmatic development versus the AppExchange Data management and data analytics are covered And you will learn how to set up organization wide features that affect the look and feel of your application Sandbox design patterns and process automation tools available in Salesforce are discussed and you will know when to use them You will become familiar with a wide array of topics including designing a mobile app and reporting in Salesforce What You Will Learn Know when to use declarative development versus programmatic development versus the AppExchange Understand the Salesforce data model field type when to use which fields and how and when to use an external object in Salesforce Be familiar with security and settings in Salesforce See how easily users can migrate to the Lightning experience from the classic platform Implement business process automation using declarative features Apply the automation process in Salesforce Utilize Process Builder and manage its power to automate business processes Use sandboxes and deployment tools Who This Book Is For New or intermediate Salesforce developers or anyone in the Salesforce development arena who wants to learn or explore the platform

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Scrum for Sales Michael J. Scherm, 2021-10-30 Many companies want to make their sales agile Some of them have tried to set up agile sales organizations but such top down approaches and big bang rollouts seldom seem to work This book shows how the

elements of the leading agile framework Scrum should be applied to install agility in the salesforce improve sales performance and resolve typical performance issues in sales organizations It contains concrete guidelines real world examples and useful tools to create the necessary change step by step and built to last

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