

Salesforce Admin and Developer Training

WINOBELL INC.



About us

Your ultimate collaborators for digital transformation



Winobell is a prominent Salesforce consulting partner and a leader for significant, intricate business transformation initiatives. The Practice consists of resources with extensive Salesforce experience working on value-driven engagements for various sectors.

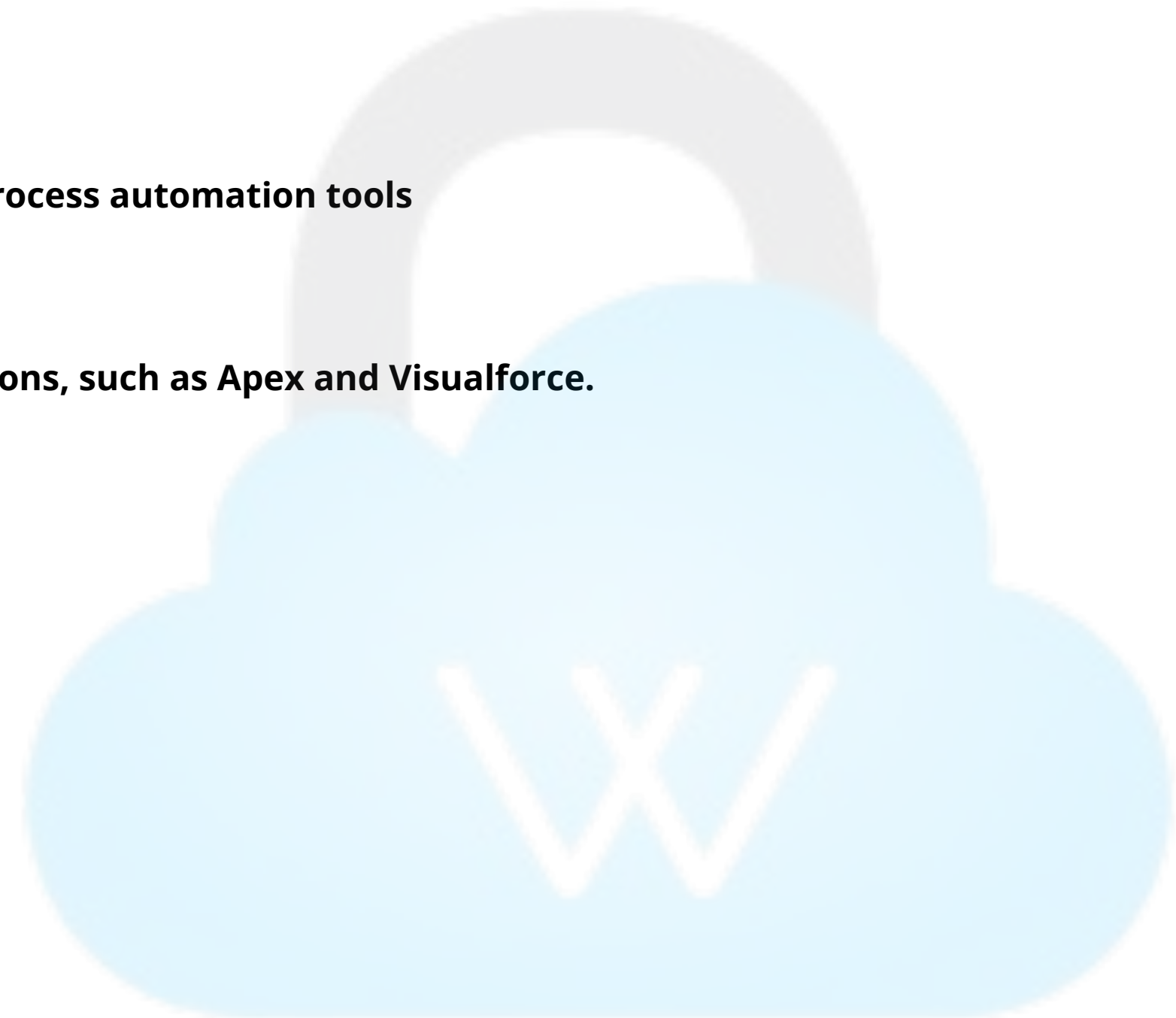
Winobell possesses in-depth technical knowledge of all facets of Salesforce CRM. Each member of our team is a dedicated Salesforce evangelist with the utmost passion for Salesforce CRM. We value our customers' patronage, regard their confidence as a precious asset, and work hard to ensure their success.

Our CoE-based delivery model offers users access to salesforce experts (across all Salesforce clouds), solution architects, business analysts, testing experts, and developers who are dedicated to building and delivering enterprise-class business solutions.

With the assistance of our seasoned project and program managers, we are also able to offer total project oversight.

Learning Objectives

- Understand the Salesforce platform and its various components, such as Sales Cloud, Service Cloud, and Marketing Cloud
- Learn how to navigate and customize the Salesforce user interface
- Understand how to manage and organize data within Salesforce, including creating and customizing objects, fields, and relationships
- Learn how to manage and assign user roles and permissions
- Learn how to create and manage reports and dashboards
- Understand how to automate business processes using Salesforce's workflow and process automation tools
- Learn how to integrate Salesforce with other systems and platforms
- Understand the basics of Salesforce's platform development and customization options, such as Apex and Visualforce.



What is Salesforce?

- Salesforce is a customer relationship management (CRM) platform
- It helps businesses manage interactions with customers and potential customers
- Includes tools for sales, marketing, customer service, and commerce
- Platform for building custom applications
- Cloud-based delivery model, allowing access from anywhere with an internet connection
- User-friendly interface and customization options.



Salesforce offerings

Salesforce offers a variety of products and services that can be used to manage customer relationships, sales, marketing, customer service, and commerce. Some of the main offerings include:

- Sales Cloud: A set of tools for managing the sales process, including lead tracking, forecasting, and pipeline management.
- Service Cloud: A set of tools for managing customer service and support, including case management and knowledge management.
- Marketing Cloud: A set of tools for automating marketing campaigns and tracking their effectiveness.
- Commerce Cloud: A set of tools for managing e-commerce operations, including product catalog management, order management, and customer management.
- Community Cloud: A platform for creating and managing online communities for customers, partners, and employees.
- Salesforce Platform: A platform for building custom applications using Apex and Visualforce, and for integration of Salesforce with other systems.
- Einstein AI: Artificial Intelligence platform, that allows to add AI capabilities to Salesforce products and custom applications.
- Salesforce Industries: Solutions tailored to specific industries such as healthcare, financial services, and manufacturing.
- Salesforce Einstein Analytics: A tool that allows to explore, visualize and analyze data, to gain insights and drive business decisions.



Why Salesforce as a Career?

- High Demand: Salesforce is one of the most popular Customer Relationship Management (CRM) platforms and there is a high demand for Salesforce professionals.
- Career Growth: Salesforce offers multiple certification paths, allowing professionals to continually advance their careers.
- High Salaries: Salesforce jobs are well-paying and offer competitive salaries, making it an attractive career option.
- Diverse Career Paths: Salesforce offers a wide range of roles, from administration and customization to development and consulting, allowing for a diverse career path.
- Community: Salesforce has a large and supportive community, with regular events and resources for professionals to network and learn from each other.
- Tech Focus: Salesforce is a technology-focused company that utilizes cutting-edge technologies, providing opportunities for professionals to constantly learn and grow their skills.
- Cloud-based: Salesforce operates on a cloud-based platform, providing a flexible and scalable solution for businesses and keeping professionals up-to-date with the latest trends.
- Innovative Culture: Salesforce has a culture of innovation and encourages employees to bring new ideas and solutions to the table, providing a dynamic and exciting work environment.

How does Winobell training help in your Salesforce Career?

Certification Ready: Salesforce offers a variety of certifications, such as Administrator, Developer, and Consultant, that demonstrate proficiency and validate skills in specific areas of the platform. Our training works "hand in glove" with the certification curriculum.

Hands-on Experience: Our training provides hands-on experience working with the platform, which is essential for success in a Salesforce career.

Job Readiness: Our training programs prepare individuals for real-world job scenarios and provide a strong foundation for a successful Salesforce career.

Competitive Edge: Completing our training can give job seekers a competitive edge in the hiring process and increase their chances of landing a job in the field.

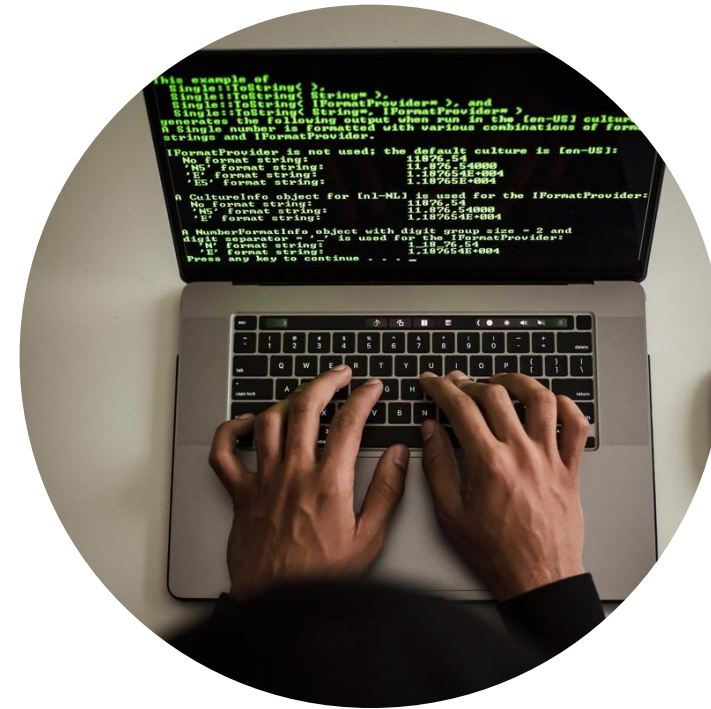
Career Advancement: Our training provides opportunities for professionals to continually advance their careers and take on more responsibility within the company.

Salesforce Career Path



Salesforce Administrator

Help users get most out of technology



Salesforce Developer

Enhance problem-solving and analysis skills



Salesforce Architect

Solve the problem and think the big picture



Business Analyst

Data Master, Critical Thinker & Problem Solver

... contd.



Marketing Careers

Half artist, half scientist & an aptitude for technology



Sales Career

Great listener and relationship builder



Salesforce Consultant

Work with the latest technologies, build networking skills and gain industry experience



Service Career

Connect with Customers, help them succeed



Salesforce Designer

Create Experiences that people love to use



Cybersecurity Careers

Part detective, part researcher and love the challenge

Training Curriculum*

SALESFORCE FOUNDATION

Topic	Session	Week
Introduction to Salesforce as a Company	Session 1	Week 1
User Setup	Session 2	Week 1
Salesforce Data	Session 3	Week 1
Page Layouts and Tabs	Session 4	Week 1
Security and Access	Session 5	Week 1
Workflow and Process Builder	Session 6	Week 2
Lightning Reports and Dashboards	Session 7	Week 2
Data Management	Session 8	Week 2
Lightning App Builder	Session 9	Week 2
Lightning Flows	Session 10	Week 2
Deployments	Session 11	Week 2

*The timeline mentioned may vary based on session time spent and information discussed.

Training Curriculum

SALESFORCE ADVANCED

Topic	Session	Week
Lightning Experience Introduction	Session 1	Week 1
Lightning Framework Overview and Prerequisites	Session 2	Week 1
CSS and JavaScript Basics	Session 3	Week 1
Aura Framework and Lightning Bundle	Session 4	Week 1
Lightning Design System Overview	Session 5	Week 1
Calling Server Side Controller	Session 6	Week 1
System Events and handling the events	Session 7	Week 1
Custom Events	Session 8	Week 2
Dynamic Component Creation	Session 9	Week 2
Dynamic Component Creation- 2	Session 10	Week 2

*The timeline mentioned may vary based on session time spent and information discussed.

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SALESFORCE ADVANCED

Topic	Session	Week
Using Lightning App and Lightning Component in different areas of Application	Session 11	Week 2
Designing a reusable Datatable with Lightning Component	Session 12	Week 2
Lightning Data Service	Session 13	Week 2
Interface	Session 14	Week 2
Lightning in VF	Session 15	Week 2
Debugging in Lightning	Session 16	Week 3
LWC Fundamentals	Session 17	Week 3
Javascript Properties	Session 18	Week 3
Communicate with Events	Session 19	Week 3
Access Salesforce Data	Session 20	Week 3

*The timeline mentioned may vary based on session time spent and information discussed.

Training Model

- The training will be conducted in hybrid mode by our professionals in an adaptive manner
- A holistic approach beginning with platform fundamental and gradually going to advanced features
- A very practical enterprise-level training with a lot of case studies and real-world scenarios
- Innovative projects and assignments to maximize experienced based Learning
- Lot of hands-on activities with a focus on real-life examples
- Resume preparation, career counseling and interview preparation
- Session will be held online via Zoom meetings by Salesforce professionals from Winobell
- Ad-hoc sessions will be taken on weekends on real world scenarios
- Each participant will require to complete assignments on time in a Salesforce developer org
- Mock tests and interviews will be conducted
- Based on how the training progress the trainers can adjust the training schedule to deliver the best learning experience

Training Start Date: February 5, 2024

Training Cost

Salesforce Foundation	Salesforce Advanced	Combined Courses (Foundation + Advanced)
CAD 1000 + HST	CAD 2000 + HST	CAD 2500 + HST



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