

## Sales Force Sales Cloud Course Content:

### **Introduction and Getting Started**

[Introduction and Getting Started](#)

[Signing Up for a Free Salesforce Account - Keep it For Life](#)

[Logging in to Salesforce and Switching Between Lightning and Classic](#)

[Downloading and Reviewing the Sales Cloud Consultant Exam Guide](#)

Introduction and Getting Started Quiz

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### **Industry Knowledge**

[Industry Knowledge Introduction](#)

Sales Metrics and Factors that Influence Them

KPIs and Business Challenges

Common Sales Processes and Key Considerations

Practice Activity - Industry Knowledge Trailhead Units

Industry Knowledge Quiz

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### **Implementation Strategies**

[Implementation Strategies Introduction](#)

Scenarios and Successful Consulting Engagement Phases

Planning Phase of Consulting Engagements

Requirements Gathering Phase of Consulting Engagements

Designing Phase of Consulting Engagements

Building Phase of Consulting Engagements

Testing Phase of Consulting Engagements

Documentation Phase of Consulting Engagements

Sales Deployment Considerations

Measuring the Success of a Sales Cloud Implementation Project

Practice Activity - Implementation Strategies Trailhead Units

Implementation Strategies Quiz

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### **Sales Cloud Solution Design**

[Sales Cloud Solution Design Introduction](#)

Designing an End-to-End Sales Process

It All Begins with a Lead in the Sales Process

Lead Processes and Lead Qualification Stages

Lead Field Mapping

The Lead Conversion Process - an Opportunity is Born (and Contact and Account)

Analyzing Customer Requirements to Determine Appropriate Solution Design

Implementing Quotes

Validation Rules and the Sales Process

Automation Tools and the Sales Process

Exam Guide Sample Test Question #2

Configure, Price, Quote  
Account Teams  
Opportunity Teams  
Enterprise Territory Management Capabilities and Use Cases  
Implementing Orders in Salesforce  
Sales Process Capabilities of Salesforce Mobile  
Sales Process Use Cases of Salesforce Mobile  
Sales Process Design Considerations of Salesforce Mobile  
Practice Activity - Sales Cloud Solution Design Trailhead Units  
Sales Cloud Solution Design Quiz

## **Marketing and Leads**

### [Marketing and Leads Introduction](#)

Marketing Capabilities in the Sales Process  
Lead Scoring and Lead Qualification  
Managing Lead Data Quality  
Practice Activity - Marketing and Leads Trailhead Units  
Marketing and Leads Quiz

## **Account and Contact Management**

### [Account and Contact Management Introduction](#)

Activating Social Accounts and Contacts  
Account and Contact Ownership and Visibility Considerations  
Sharing Rules – When To Use Them, and Why  
Exam Guide Sample Test Question #3  
Associating a Contact to Multiple Accounts, Contact Roles, and Duplicate Rules  
Implementing Account Hierarchy and Its Impact  
Data.com for Data Enrichment  
Implementing Person Accounts  
Practice Activity - Account and Contact Management Trailhead Units  
Account and Contact Management Quiz

## **Opportunity Management**

### [Opportunity Management Introduction](#)

Implementing Multiple Sales Processes  
Sales Stages, Forecasts and Pipeline  
Exam Guide Sample Test Question #1  
Introducing Assets  
Price Books and Opportunities  
Opportunity Product Line Items  
Product Scheduling and Opportunities  
Quotes and Opportunities  
Contracts  
Campaigns and Opportunities  
Setting Up Campaign Influence and Adding Influential Campaigns to Opportunities  
Collaborative Forecasting  
Multiple-Currency Impact on Opportunities

Exam Guide Sample Test Question #4  
Practice Activity - Opportunity Management Trailhead Units  
Opportunity Management Quiz

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## Sales Productivity

### [Sales Productivity Introduction](#)

Enabling and Measuring Sales Productivity and Adoption

Email Tools for Salesforce  
Enabling and Setting Up a Path on Opportunities

Collaborating in the Sales Process Using Chatter

Salesforce CRM Content and Chatter Files in the Sales Process

Work.com and Sales Productivity

Quip

Einstein in Sales Cloud

Mobile Solutions for Sales Productivity

Practice Activity - Sales Productivity Trailhead Units

Sales Productivity Quiz  
3 questions

## Communities and Site Management

### [Communities and Site Management Introduction](#)

Implementing Communities  
Exam Guide Sample Test Question #5  
Implementing Ideas  
Force.com Sites  
Practice Activity - Communities and Site Management Trailhead Units  
Communities and Site Management Quiz

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## Sales Cloud Analytics

### [Cloud Analytics Introduction](#)

Sales Reports

Report Filters, Sharing Rules, Teams and Visibility

Sales Dashboards

Sales Reporting Snapshots

Practice Activity – Sales Cloud Analytics Trailhead Units