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Salesforce Administrator

Training Program

Getting Around the App:

- Data Model and Navigation
- Lightning Experience
- Help & Training

Getting Your Organization Ready for Users:

- Setting Up the Company Profile
- Configuring the User Interface
- Setting Up Activities and Calendars
- Configuring Search Settings
- Setting Up Chatter Groups
- Mobile Access with Salesforce1

Setting Up and Managing Users:

- Managing User Profiles
- Managing Users
- Setting Up Chatter Free Users and Invites
- Troubleshooting Login Issues
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Security and Data Access:

- Restricting Logins
- Determining Object Access
- Setting Up Record Access
- Creating a Role Hierarchy
- Dealing with Record Access Exceptions
- Managing Field-level Security

Object Customizations:

- Administering Standard Fields
- Creating New Custom Fields
- Creating Selection Fields: Picklists and Lookups
- Creating Formula Fields
- Working with Page Layouts
- Working with Record Types and Business Processes
- Maintaining Data Quality

Managing Data:

- Import Wizards
- Data Loader
- Data.com
- Mass Transfer



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- Backing Up Data
- Mass Delete and Recycle Bin

Reports and Dashboards:

- Running and Modifying Reports
- Creating New Reports with the Report Builder
- Working with Report Filters
- Summarizing with Formulas and Visual Summaries
- Printing, Exporting, and Emailing Reports
- Building Dashboards

Automation:

- Email Templates
- Workflow Rules
- Process Builder
- Lead Automation

Managing the Support Process:

- Managing and Resolving Cases
- Customizing the Support Process
- Automating Support
- Understanding the Salesforce Console for Service
- Collaborating in the Service Cloud
- Analyzing Support Data

The Salesforce Administrator exam measures a candidate's knowledge and skills related to the following objectives. A candidate should have hands-on experience as a Salesforce Administrator and have demonstrated the application of each of the features/functions below.

- Configuration and Setup: 20%
- Object Manager and Lightning App Builder: 20%
- Sales and Marketing Applications: 12%
- Service and Support Applications: 11%
- Productivity and Collaboration: 7%
- Data and Analytics Management: 14%
- Workflow/Process Automation: 16%