

THE SALESFORCE ADMINISTRATOR CAREER CERTIFICATE

The Salesforce Administrator Career Certificate, created in partnership with Salesforce Trailhead, is an online three-course program that will equip you with hands-on experience in customer relationship management and prepare you for the Salesforce Administrator Credential Exam.

- Get **individualized support** and feedback from instructors
- Add **projects to your portfolio** for future employers
- Learn **foundational concepts and technical skills** in a project-based, online platform
- Practice using Salesforce directly in the learning platform

ALIGNMENT WITH INDUSTRY CERTIFICATIONS

The curriculum for this program aligns with the skills needed to pass the Salesforce Administration Credential exam. Many students who complete this certificate program go on to take the exam; however, we do recommend additional test prep.

- Students who complete the Salesforce Administrator Career Certificate program are eligible for a **50% waiver** (\$100 value) on the cost of the exam
- If you are seeking the Salesforce Administrator Credential, you can apply for the exam after completing the 3 courses
- Taking and passing the Salesforce Administrator credential exam is not required to successfully complete this certificate program

CAREER READINESS SUPPORT

This program offers career coaching and job placement support to help you achieve your career goals and ensure you are up-to-date on job opportunities.

A SELECTION OF OUR JOB PLACEMENT PARTNERS

AEROTEK
CAREER CIRCLE
INDEED
JOPWELL
KELLY SERVICES
MATHISON
TEKSYSTEMS
WAYUP

FREELANCE PROJECTS AND VIRTUAL INTERNSHIPS

While you apply for full-time jobs, you can complete remote freelance projects and internships to add work experience to your resume and portfolio. Pathstream has a dedicated portal to help you find these micro-internship opportunities.

ALIGNED JOBS

CRM ADMINISTRATOR
SALESFORCE ADMINISTRATOR
SALESFORCE CONSULTANT
SALESFORCE BUSINESS ANALYST
SALES OPERATIONS MANAGER

COURSE STRUCTURE

10-15 HOURS PER WEEK
SELF-PACED
INSTRUCTOR FEEDBACK AND SUPPORT

COURSE 1

CUSTOMER RELATIONSHIP MANAGEMENT FOR BUSINESS

- Define what Customer Relationship Management (CRM) systems are and what they are used for
- Define the types of data that are integral to the sales process and create and manage a Trailhead account and Trailhead Playground
- Describe the function of a database in the context of CRM and understand the importance of tracking data and maintaining data hygiene
- Identify relevant business & stakeholder information and configure reports to capture relevant information

HANDS ON LABS

- UTILIZE SALESFORCE'S DATA IMPORT TOOLS
- CONVERT LEADS AND PROGRESS OPPORTUNITIES
- GENERATE REPORTS AND DASHBOARDS

SKILLS LEARNED

- SALESFORCE SALES CLOUD
- SALESFORCE SERVICE CLOUD
- CUSTOMER RELATIONSHIP MANAGEMENT
- SALES AND SUPPORT PROCESSES
- REPORTS AND DASHBOARDS
- SALESFORCE CONTRACTS

COURSE 2

INTRODUCTION TO SALESFORCE ADMINISTRATION

- Identify key ways to enforce data security in Salesforce and the main elements in Setup
- Understand the difference between standard and custom fields and how to customize standard fields
- Explain the standard object architecture and relationship model and define different object relationships and their use cases
- Create a new Lightning App that includes a custom logo & brand, navigation bar items, and utility items

HANDS ON LABS

- CONFIGURE SALESFORCE SECURITY BASICS
- TAILOR AND CUSTOMIZE SALESFORCE INTERFACES
- CREATE CUSTOM FIELDS

SKILLS LEARNED

- CUSTOM FIELDS
- SECURITY REQUIREMENTS ANALYSIS
- REPORTING TOOLS
- LIGHTNING APPS

COURSE 3

ADVANCED TOPICS IN SALESFORCE ADMINISTRATION

- Master the key functionalities of the Sales Cloud CRM that support a business's growth and differentiate between Lightning Experience and Salesforce Classic
- Create a sales path for SDRs including automated guidance at different opportunity stages and create Lead queues in Salesforce
- Demonstrate how to create Case Queues and Case Assignment rules and create escalations with the provided criteria
- Explore the various tools and settings that govern record access in Salesforce and recognize the capabilities and considerations of the Role Hierarchy

HANDS ON LABS

- IMPLEMENT SIMULATED
SECURITY REQUIREMENTS
- IMPROVE DATA HYGIENE
- AUTOMATE BUSINESS
PROCESSES

SKILLS LEARNED

- DYNAMIC DASHBOARDS
- DATA MANAGEMENT & HYGIENE
- PROFILES AND PERMISSION SETS
- PROCESS AUTOMATION

TESTIMONIALS

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THIS IS A GREAT COURSE FOR SOMEONE LOOKING TO LEARN ABOUT CRMS. I'VE HAD SOME EXPERIENCE USING SALESFORCE AT MY CURRENT ORGANIZATION BUT I REALLY ENJOYED GOING THROUGH THE STEPS AS SPECIFIC USERS TO SEE HOW THEY ENGAGE WITH LEADS. THERE'S A LOT OF GREAT INFORMATION THAT I DIDN'T KNOW BEFORE THAT I'LL BE ABLE TO DIRECTLY APPLY TO THE WAY MY TEAM USES SALESFORCE NOW

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