

# SALESFORCE ADMINISTRATOR TRAINING



**MAY 13-17, 2019**  
**9:00 A.M.-5:00 P.M.**

## OVERVIEW

The Salesforce Course at UNCW provides the opportunity to learn to deploy and better use the Salesforce cloud-computing platform by completing hands-on exercises within the software itself. You will learn the breadth of applications across the platform, the features and functions available to an end user, and the configuration and management options available to an administrator across the Sales, Service, and Collaboration clouds within the software.

This course focuses on the features and functionality used to maintain a Salesforce implementation.

This course includes requirements to apply to sit for the exam and exposure to all major topics covered, but significant independent study prior to the exam will be required to master the content.

## INFO

[uncw.edu/swain/salesforce.html](http://uncw.edu/swain/salesforce.html)  
[swain@uncw.edu](mailto:swain@uncw.edu) | 910.962.2728  
*Contact us for Custom Programs*

## SESSION HIGHLIGHTS

- Salesforce.com is an internationally recognized company and the world's largest CRM tool.
- Over 250,000 companies including nCino, Wells Fargo Bank, Virgin America, and L'Oreal use Salesforce.
- The average starting salary for those with no experience but have obtained Salesforce certification is around \$40,000-\$50,000. Those with just 2 years of experience increase to \$50,000-\$80,000.
- Cloud-based systems, such as Salesforce.com, are widely recognized as being the future of business technology.
- The Salesforce cloud platform is transferable across a wide range of industries.
- Job applicants and recent graduates with Salesforce certification on their resumes stand above other applicants.



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## PARTICIPANT PROFILE

This program is ideal for individuals:

- with some sales experience and basic computing skills
- with a desire to earn the Certified Salesforce Administrator (Administration Essentials for New Admins or ADM201) credential
- responsible for deploying or administering Salesforce in their organization
- who desire a credential to increase their marketability for positions at nCino, Live Oak Bank or other firms that use Salesforce



## OBJECTIVES

By the end of this hands-on intensive course, you will be able to implement and customize a Salesforce organization with essential features for the Sales, Service, and Collaboration clouds. Specifically, you will be able to:

- Create new users with the appropriate access and permissions needed to work with Salesforce data.
- Customize the Salesforce application to reflect your business needs, from setting currencies to creating custom fields.
- Import and export data from Salesforce. Ensure data cleanliness through validation rules.
- Create dashboards and reports so you, and your users, can analyze the data within Salesforce.
- Automate business processes, lead generation, and case creation, assignment, and escalation.
- Set up workflow automation for their organization's Sales and Service processes
- Improve collaboration, sharing, and knowledge exchange within your company.

*Note: the Salesforce certification exam must be registered and paid for separately from the course.*

This course also provides preparation for the Salesforce Certified Administrator Exam (ADM 201), including tips and strategies for success when taking the certification exam.

**FEE: \$1,995**

*UNCW Swain Center is recognized by SHRM to offer SHRM-CP or SHRM-SCP Professional Development Credits (PDC). This program is valid for 36 PDCs toward SHRM-CP and SHRM-SCP recertification.*

