



Make your training and experience count. Become Salesforce Certified.



**Jennifer Blair**  
Sr. Solutions Architect  
5x Salesforce Certified

You are an Admin who wants to learn the techniques and best practices to ensure the success of your Salesforce deployment. You're details driven, a master of complex process automation, user adoption centric, and you love to live in the customization, reporting, and troubleshooting world. Take your experience to the next level with our comprehensive Salesforce Administrator training and certification programs.

## Administrator Certifications

Achieving a Salesforce credential will help you stand out from the crowd, enhance your career development, and enable your organization to realize a faster ROI from their Salesforce investment.

As more organizations rely on Salesforce to run and grow, certified professionals are in ever higher demand. Anyone can claim they're a skilled Salesforce Administrator – but only those who have their Salesforce Certification can truly prove their expertise.



### AWESOME ADMIN

#### **Salesforce Certified Administrator**

Proves your experience as a Salesforce Administrator and that you possess a broad knowledge of, and are able to maintain and customize Sales Cloud and Service Cloud applications. Shows you can configure and manage Salesforce users, data, and security; build reports, dashboards, and workflow; and are continuously looking for ways to get even more from additional features and capabilities.

#### **Salesforce Certified Advanced Administrator**

Confirms you have advanced-level experience as a Salesforce Administrator with a broad knowledge of Salesforce applications, and are able to leverage the advanced administration capabilities of Salesforce. Shows you can configure and manage Salesforce; optimize and extend Sales Cloud and Service Cloud applications; design advanced reports, dashboards, and business process automation; and are continuously looking for ways to get even more from additional features and capabilities.

### APP ROCKSTAR

#### **Salesforce Certified Platform App Builder**

Confirms your skills and knowledge in designing, building, and implementing custom applications using the declarative customization capabilities of the Force.com platform. Shows you can design the data model, user interface, business logic, and security for custom applications; customize applications for mobile use; design reports and dashboards; and deploy custom applications.

# Instructor-Led Classes

Our in-depth, instructor-led courses build on your skills and experience through hands-on learning and discussion. Whether you're a brand-new or expert Administrator, you'll learn the knowledge you need to get up to speed, perform at your best, and achieve the most out of Salesforce. When you take one of our classes, you are learning directly from the source, so you can be sure we'll teach you how to unleash the total power of the Salesforce platform, helping you achieve success.

“Getting certified as an Advanced Administrator gave my company some outside affirmation of the good work I was doing. It also gave me a platform to show my boss I was willing to go above and beyond.”

**NATALIE GUNTHER**  
Certified Administrator  
Certified Advanced Administrator

## Administration Essentials for New Admins (ADM201)

Duration: 5 Days

## Administration Essentials for New Admins plus Certification (ADM201C) • Duration: 5 Days

## Administration Essentials for New Admins

(Professional Edition) (ADM202) • Duration: 2 Days

## Administration Essentials for Experienced Admins

(ADM211) • Duration: 4 Days

## Certification Preparation for Administrator (CRT101)

Duration: 1 Day

## Certification Preparation for Advanced Administrator

(CRT211) • Duration: 1 Day

## Sales Cloud Administration: Products, Quotes, Orders and Collaborative Forecasts (ADM251) • Duration: 1 Day

## Service Cloud Administration (ADM261) • Duration: 2 Days

## Declarative Development for Platform App Builders

(DEV402) • Duration: 5 Days

## Introduction to Object-Oriented Programming using Apex (ADM231) • Duration: 5 Days

## Certification Preparation for Platform App Builder

(CRT402) • Duration: 1 Day

## Get Started with Communities (ADM271)

Duration: 5 Days

## Reporting Fundamentals (RPT101) • Duration: 1 Day

## Reporting Fundamentals in Lightning Experience

(RPX101) • Duration: 1 Day

## Implementing a Reporting Strategy for the Sales Cloud

(STR301) • Duration: 3 Days

## Getting Started with the Salesforce.org Nonprofit Success Pack (NPO101) • Duration: 2 Days

## We're here to support you on your route to success.

Our in-depth training courses, practice exams, study guides, learning resources, top tip blogs, and access to the Salesforce Success Community will all help you along your administrator training and certification path. Start your journey to becoming an Awesome Admin today! Learn more:

### Salesforce University Training

[salesforce.com/training](https://salesforce.com/training)

### Salesforce Administrator Certification

[certification.salesforce.com/administrators](https://certification.salesforce.com/administrators)

### Salesforce Products Overview

[salesforce.com/products](https://salesforce.com/products)

### Salesforce Success Community

[success.salesforce.com](https://success.salesforce.com)

## REGISTER FOR SALESFORCE UNIVERSITY COURSES ONLINE OR SPEAK WITH AN EXPERT:



### AMERICAS:

[www.salesforce.com/training](https://www.salesforce.com/training)  
Phone: 1-877-TRAIN10  
Email: [educationcoordinator@salesforce.com](mailto:educationcoordinator@salesforce.com)

### ASIA/PACIFIC:

[www.salesforce.com/au/training](https://www.salesforce.com/au/training)  
Phone: 1-800-789-984  
Email: [apactraining@salesforce.com](mailto:apactraining@salesforce.com)

### EMEA:

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