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# Salesforce Project Management Training

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The AMA Handbook of Project Management  
Strategic Planning for Project Management Using a Project Management Maturity Model  
Salesforce End-to-End Implementation Handbook  
Cloud Computing Using Salesforce  
Everyday Project Management  
Contemporary Sales Force Management  
Mastering Mobile Learning  
The Fast Forward MBA in Project Management  
PMP Practice Tests Based on PMBoK6 with Explanations  
Scrum for Sales  
Learn Salesforce Lightning  
Elevating Learning & Development (paperback)  
Learn Salesforce  
Managing Oneself  
Skills & Training Directory  
Salesforce Anti-Patterns  
Salesforce Certified Sales Consultant  
InfoWorld  
SKILL INDIA OPPORTUNITIES & CHALLENGES  
The Oxford Handbook of Pricing Management  
PMP Handbook with 10 Practice Tests based on PMBOK6  
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Effective Sales Force Automation and Customer Relationship Management  
Project Management Step by Step  
Salesforce for Beginners  
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Organizational Project Portfolio Management  
Salesforce Data Architecture and Management  
Becoming a Salesforce Certified Technical Architect  
Digital Business  
Salesforce Certified Service Cloud Consultant Exam Preparation Class (Spcon-101)  
Visual Project Management  
Becoming a Salesforce Certified Technical Architect  
Strategic Integration of Social Media into Project Management Practice  
The Salesforce Business Analyst Handbook  
What Every Engineer Should Know about Software Engineering  
7 Steps to Sales Force Transformation

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*The AMA Handbook of Project Management* Springer Nature  
Learn Salesforce LightningApress

### **Strategic Planning for Project Management Using a Project Management Maturity Model** Pearson UK

Design customized software solutions using the Salesforce Application Development services. KEY FEATURES ● Get an overview of Salesforce ● Understand the Design and Data Process ● Automate Business Process using Salesforce tools ● Study up on Security & Data Management in Salesforce ● Learn how to write code on the Salesforce Platform DESCRIPTION This book enables you to use Salesforce as per your business needs. You will get an overview of all the aspects and features of Salesforce. Following the introduction, the book focuses on how to design an app. You will then learn how to use the Salesforce Data Process and Security Architecture in the app design. Moving on, you will understand how to use force.com to customize the UI and automate the process. Lastly, you will learn how to deploy and debug the app. If you are planning to get a PD1(Platform Developer 1), Admin, or App builder certification, this book is for you. WHAT YOU WILL LEARN ● Get to know more about the Lightning Experience Unit ● Learn how to develop reports and dashboards in Salesforce ● Get familiar with the basics of Salesforce Apex Coding and Programming ● Learn how to use Custom Controllers and Controller Extensions in Salesforce ● Learn how to integrate Email services in Salesforce WHO THIS BOOK IS FOR This book is designed for Computer Science students who want to learn Salesforce. It is also for Salesforce Admins, who wants to explore the coding part of Salesforce. This book will also help professionals to clear PD1(Platform Developer 1), Admin, and App builder certification. TABLE OF CONTENTS 1. Introduction to Cloud Computing 2. Salesforce Fundamentals 3. Introduction to Salesforce Lightning Interface 4. Introduction to CRM 5. Organisational Set up 6. Designing Applications on Force.com 7. Implementing Business Processes 8. Data Management 9. Data Analytics - Reports & Dashboards 10.

SECURITY AND ACCESS 11. Introduction to Chatter 12. Mobile Administration 13. Programming with Apex 14. Use SOQL & SOSL 15. DML Essentials 16. Trigger Essential 17. Creating Visualforce Pages 18. Working with Custom Controllers and Controller Extensions 19. More Customization Less Programming 20. Testing Essentials 21. Scheduler, Batch, Email Service, Integration 22. Debugging & Deployment  
*Salesforce End-to-End Implementation Handbook* Packt Publishing Ltd

A guide to current best practice and new thinking at all levels, and a directory of the wide-ranging sources of information and support available to anyone involved in human resource development. This revised edition covers new trends, preparing for future skills requirements and applications.

Cloud Computing Using Salesforce Lulu.com

This book provides a holistic picture of the digital age as it emerges in the 2010s. On the background of business analysis concepts from firm to megatrends and all business sectors of the World, the digital age of information systems and digital drivers are thoroughly laid out.

Everyday Project Management Lulu.com

Many companies want to make their sales agile. Some of them have tried to set up agile sales organizations, but such top-down approaches and big-bang rollouts seldom seem to work. This book shows how the elements of the leading agile framework "Scrum" should be applied to install agility in the salesforce, improve sales performance, and resolve typical performance issues in sales organizations. It contains concrete guidelines, real-world examples, and useful tools to create the necessary change step by step and built to last.

Contemporary Sales Force Management Harvard Business Review Press

With the prolonged countrywide lockdowns, global economic downturn and associated disruption of demand and supply chains, consequently economy faced period of slowdown. However, after starting of unlock period, positive sign has been seen in the economy. However in this work we have collected data from secondary resources such as published articles and media sources to find some highlights on economics with life science

and finance and economics area. For detail investigation of this pandemic, different sectors of the Indian economy including life sciences have been analysed in this study.

Mastering Mobile Learning Apress

NOT A STAND ALONE STUDY GUIDE. This book is designed to accompany the Salesforce Certified Sales Consultant Exam Preparation class offered by Stony Point. A student in this class will learn how to be a Salesforce Sales Cloud Consultant. This book should only be purchased by students who will be attending class. This in person, three day class is delivered by a senior instructor with many years of real world consulting experience and is specifically designed to prepare consultants to pass the Salesforce Certified Consultant Exam. The instructor will cover all the key sales automation concepts within Salesforce in addition to sharing real world experiences and best practices. This book and the class present a broad range of topics cover just about everything on which a student will be tested. These topics include but are not limited to: Software Development Lifecycles, project management strategies, the Force.com architecture, the model, view, controller design pattern, and typical salesforce automation goals. There is in depth coverage of system security topics such as: Users, Licenses, Profiles, Field Level Security, Permission Sets, Delegated Administration, Record Security, Organization Wide Defaults, Role Hierarchy & Roles, Sharing Rules, Account Teams, Sales Teams, Territory Management & Queues. The object model related to sales force automation is thoroughly covered as well with sections on: Accounts, Contacts & Person Accounts, Opportunities, Products & Price Books, Quotes, Forecasting, Assets, Contracts, Leads and Campaigns. Finally, topics concerning integration, success metrics, analytics and best practices will be explored. As a participant in the class, each student will be given a practice learning environment to use during hands-on exercises during the class. The student will be able to use this learning environment indefinitely after the class without any additional fee. Stony Point is a leading provider of Salesforce training for sales people, customer service personnel, marketers, system administrators, developers and consultants. Stony Point delivers public and private classes virtually and in-person at locations throughout the world. Please visit

www.stonyp.com for more information on the classes and services offered.

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PMP Handbook with 10 Practice Tests covers each and everything based on PMBoK6. This book is consider as last minute study guide to revise your concepts before taking exam. Book also covers 1400 question as a practice with detailed explanation.

*The Fast Forward MBA in Project Management* Springer

For more than 20 years, Network World has been the premier provider of information, intelligence and insight for network and IT executives responsible for the digital nervous systems of large organizations. Readers are responsible for designing, implementing and managing the voice, data and video systems their companies use to support everything from business critical applications to employee collaboration and electronic commerce.

#### **PMP Practice Tests Based on PMBoK6 with Explanations**

John Wiley & Sons

The functionality of social networking platforms has caused such technologies to become an integral part of modern society. Once limited to only personal purposes, the use of these platforms within organizations has seen significant growth in recent years. Strategic Integration of Social Media into Project Management Practice is an authoritative reference source for the latest research on benefits and challenges presented by the integration of online social networks in the project development process. Highlighting relevant perspectives on team communication, effective collaboration, and stakeholder engagement, this book is an essential resource for project managers, researchers, graduate-level students, and practitioners interested in the innovative uses of social media in professional settings.

*Scrum for Sales* BoD – Books on Demand

We live in an age of unprecedented opportunity: with ambition, drive, and talent, you can rise to the top of your chosen profession regardless of where you started out. But with opportunity comes responsibility. Companies today aren't managing their knowledge workers careers. Instead, you must be your own chief executive officer. That means it's up to you to carve out your place in the world and know when to change course. And it's up to you to keep yourself engaged and productive during a career that may span some 50 years. In *Managing Oneself*, Peter Drucker explains how to do it. The keys:

Cultivate a deep understanding of yourself by identifying your most valuable strengths and most dangerous weaknesses; Articulate how you learn and work with others and what your most deeply held values are; and Describe the type of work environment where you can make the greatest contribution. Only when you operate with a combination of your strengths and self-knowledge can you achieve true and lasting excellence. *Managing Oneself* identifies the probing questions you need to ask to gain the insights essential for taking charge of your career. Peter Drucker was a writer, teacher, and consultant. His 34 books have been published in more than 70 languages. He founded the Peter F. Drucker Foundation for Nonprofit Management, and counseled 13 governments, public services institutions, and major corporations.

[Learn Salesforce Lightning](#) Packt Publishing Ltd

Design and build high-performance, secure, and scalable Salesforce solutions to meet business demands and gain practical experience using real-world scenarios by creating engaging end-to-end solution presentations Key Features: Design scalable technical solutions on the Salesforce Lightning platform Learn common integration, data migration, and security patterns for designing reliable architectures Build an end-to-end delivery framework pipeline for delivering successful projects within specified timelines Book Description: Salesforce Certified Technical Architect (CTA) is the ultimate certification to validate your knowledge and skills when it comes to designing and building high-performance technical solutions on the Salesforce platform. The CTA certificate is granted after successfully passing the CTA review board exam, which tests your platform expertise and soft skills for communicating your solutions and vision. You'll start with the core concepts that every architect should master, including the data lifecycle, integration, and security, and build your aptitude for creating high-level technical solutions. You'll then explore specific knowledge domains that are tested in the review board. With the help of real-world examples, this book provides insights into essential topics such as selecting systems or components for your solutions, designing scalable and secure Salesforce architecture, and planning the development lifecycle and deployments. Finally, you'll work on two full mock scenarios that simulate the review board exam, helping you learn how to identify requirements, create a draft solution, and combine all the

elements together to create an engaging story to present in front of the board or to a client in real life. By the end of this Salesforce book, you'll have gained the knowledge and skills required to pass the review board exam and implement architectural best practices and strategies in your day-to-day work. What You Will Learn: Explore data lifecycle management and apply it effectively in the Salesforce ecosystem Design appropriate enterprise integration interfaces to build your connected solution Understand the essential concepts of identity and access management Develop scalable Salesforce data and system architecture Design the project environment and release strategy for your solution Articulate the benefits, limitations, considerations, and design choices relating to your solution Discover tips, tricks, and strategies to prepare for the Salesforce CTA review board exam Who this book is for: This book is for Salesforce architects who want to become certified technical architects by learning how to design secure and scalable technical solutions for their organizations. A solid understanding of the Salesforce platform is required, ideally combined with 3 to 5 years of practical experience as an application architect, system architect, enterprise architect, or solution architect.

*Elevating Learning & Development (paperback)* CreateSpace Packed with practical examples, case studies, and proven recommendations, this handbook helps you manage enterprise-grade Salesforce programs Key Features Explore the end-to-end Salesforce implementation lifecycle with templates and practical examples Discover common issues and strategies for mitigation and prevention Work with checklists to assess the state of your Salesforce implementation in each phase Purchase of the print or Kindle book includes a free PDF eBook Book Description With ever-growing digital transformation programs involving Salesforce, there is a greater need for a comprehensive overview of the phases and activities specific to Salesforce implementations. This book will act as a detailed guide for your Salesforce implementation journey, including common issues and pitfalls to mitigate and prevent errors. The Salesforce End-to-End Implementation Handbook starts with the pre-development phase. Here you'll understand how to define the vision and nature of your project, determine your change management strategy and delivery methodology, learn to build a business case for your project, get insights on engaging with Salesforce and

implementation partners, and learn to establish a governance framework. As you progress, you'll gain insights on the necessary activities, milestones, and common issues faced in salesforce implementation, along with strategies to mitigate them. At the end of each section, you'll find evaluation checklists to assess the state of your Salesforce implementation. By the end of this book, you'll be well-equipped to set up Salesforce projects and programs effectively and deliver maximum ROI. What you will learn Discover the critical activities in Salesforce implementation Address common issues faced in implementing Salesforce Explore appropriate delivery methodology Understand the importance of a change management strategy Govern Salesforce implementation through all its phases Gain insights on key activities in the continuous improvement phase Leverage customer 360 for analytics, AI and automation Who this book is for This book is for salesforce consultants, architects, project/program managers, delivery leaders for salesforce implementation, or product owners- planning to implement Salesforce or already implementing Salesforce for their organizations. If you are switching to a role in salesforce development, this book will act as a guide on what to expect on the job and how to ace it. Familiarity with basic business, CRM, and project management concepts is required.

**Learn Salesforce** Packt Publishing Ltd

"It has often been said that 'to improve, one must be prepared to measure the improvement' and 'one must inspect what one expects.' The Kerzner Project Management Maturity Model has provided this tangible measure of maturity. The rest is up to a company to set the expectations and to inspect the results." --Bill Marshall, Nortel Global Project Process Standards (from the Foreword) Strategic planning for project management—a proven model for assessment and continuous improvement Harold Kerzner's landmark Project Management has long been the reference of choice for outstanding coverage of the basic principles and concepts of project management. Now, with the Project Management Maturity Model (PMMM) detailed in this new book, Kerzner has developed a unique, industry-validated tool for helping companies assess their progress in integrating project management throughout their organization. Strategic Planning for Project Management Using a Project Management Maturity Model begins by examining the principles of strategic planning and how

they relate to project management. The second part of the book introduces the PMMM, detailing the five different levels of development for achieving maturity, along with benchmarking instruments for measuring an organization's progress along the maturity curve. These assessment tools can easily be customized to suit individual companies—a particularly valuable feature of the model. Offering vital guidance for making project management a strategic tool for competitive advantage, this book helps managers, engineers, project team members, business consultants, and others build a powerful foundation for company improvement and excellence.

#### **Managing Oneself** AMACOM

Discover the strategies, tools, and technologies necessary for developing successful mobile learning programs In the modern, rapidly-expanding mobile learning environment, only clear guidelines and state-of-the-art technologies will stand up to the challenges that lie ahead. With a smart focus that combines a proven process with all-important strategies and practical applications, Mastering Mobile Learning stands as the most modern, comprehensive resource on the subject. It also features unique technical content previously unavailable among the literature of the mobile learning field. This book will help you turn concept into reality. This book will show you best practices for obtaining and providing educational, training, and professional development content on devices like smartphones, tablets and other mobile devices. Trainers, educators, designers, instructional technologists, workplace learning professionals, and HR professionals will learn how mobile learning differs from other forms of e-learning, and will be introduced to the challenges and—more importantly—the advantages of mobile learning strategies and technologies for 21st century business environments. The book provides: An overview of mobile learning, including evolving definitions and reasons for executives to embrace this approach A discussion of the business drivers of mobile learning, advice for creating a mobile learning content strategy, and easy ways to inexpensively launch mobile learning Valuable tips on how to use unique affordances of mobile devices to better serve your learners while they are on the go Information on the ROI of mobile learning, using mobile devices as research tools, and why training in mobile development is critical An overview of the technical aspects of the design and development

of mobile learning Written by experts in this burgeoning field, Mastering Mobile Learning provides a roadmap for creating the most effective learning content, strategies, and applications possible.

#### Skills & Training Directory Routledge

As we move deeper into the 21st century, firms continue to struggle with the implementation of sales force technology tools and the role they play in sales representative performance. Foreseeing a changing environment, many sales organizations have begun to focus on technology-related strategies, business processes, and applications to adapt to these emerging issues. With this in mind, sales force technology usage has changed the methods of selling. Salespeople are no longer selling just a "product"; instead, they are providing a valuable "solution" to customer problems. Salespeople now act as consultants or experts and provide customized solutions. This role requires salespeople to develop a technological orientation to access, analyze, and communicate information in order to establish a strong relationship with customers. Sales technology enables salespeople to answer the queries of customers and effectively provide competent solutions. The ability to answer queries and provide solutions leads to strong relationships between a salesperson and a customer. Thus, technology tools are not only used for smoothing the work process, but also have strategic utilizations. With the adoption of technological tools at exponential rates, many firms fell into pitfalls and witnessed failure of their technology initiatives. The purpose of this book is to outline the important steps that must be considered and adhered to when implementing sales force technology. Perhaps the most important aspect covered within this book is that technology usage is both a strategy and a tool; therefore, we outline both strategic considerations as well as implementation procedures throughout each chapter. It is important to consider all the steps and the necessary actions that will need to take place before the first penny is spent; then and only then will the technology have its intended effect.

#### *Salesforce Anti-Patterns* Pearson Education

"Everyday Project Management is a practical guide for anyone new or needing to learn more about project management. Unlike many other books, it does not rely on arcane concepts and terms, and simply tells it like it is." —Todd C. Williams, President of



eCameron, Inc., and author of *Filling Execution Gaps* and *Rescue the Problem Project* Everyday Project Management provides the direction you need to apply project management's time-tested tools for keeping things on time and under budget. It introduces the wide variety of tasks you will have to tackle, including assembling a team, mapping out a plan, monitoring progress, keeping your team motivated, and using appropriate planning tools, such as project management software or wall charts. In addition, you'll gain a clearer picture of the project manager's role in the conception, planning, execution, control, and completion of a project. Each chapter offers essential bite-sized nuggets of wisdom that will help you succeed, outlining the kinds of challenges you'll encounter, the interpersonal issues that will arise, and ways to stay on time and on budget in pursuit of the desired quality outcome. You'll learn how Gantt charts can keep your project on schedule, how the critical path method can be used to conserve resources, and how to juggle multiple projects, bosses, and reporting structures. Whether you are managing one project or many, this quick and easy guide to the tasks, tools, and skills of project management will carry you from project launch to project completion. Most importantly, you will learn why having a work-life balance is vital to project managers who seek long and prosperous careers.

*Salesforce Certified Sales Consultant* OUP Oxford

The Oxford Handbook of Pricing Management is a comprehensive guide to the theory and practice of pricing across industries, environments, and methodologies. The Handbook illustrates the wide variety of pricing approaches that are used in different industries. It also covers the diverse range of methodologies that are needed to support pricing decisions across these different industries. It includes more than 30 chapters written by pricing leaders from industry, consulting, and academia. It explains how pricing is actually performed in a range of industries, from airlines and internet advertising to electric power and health care. The volume covers the fundamental principles of pricing, such as price theory in economics, models of consumer demand, game theory, and behavioural issues in pricing, as well as specific pricing tactics such as customized pricing, nonlinear pricing, dynamic pricing, sales promotions, markdown management, revenue management, and auction pricing. In addition, there are articles on the key issues involved in structuring and managing a pricing

organization, setting a global pricing strategy, and pricing in business-to-business settings.

**InfoWorld** John Wiley & Sons

The sales force is a company's main engine for driving revenue, one that often requires change to stay competitive and achieve desired results. To improve sales performance, many organizations seek out a 'Silver Bullet'. Transformation is not a one-time, check-the-box event, but a rigorous, ongoing process. Unfortunately, there is no one-off solution to the hard work of transformation. There is, however, a methodology derived from the authors' combined decades of work and their qualitative and quantitative research on sales force transformation. This book provides a practical approach to effect significant, measurable and sustainable transformation in your sales organization. 7 Steps to Sales Force Transformation will help readers determine if their sales organizations need a transformation and if so, how to assess their sales organization's readiness through the analysis of six 'levers' of successful sales transformations. It also guides readers through a series of tasks, analyses, and decisions that will lead to a successful transformation. In particular, the authors will show you how to clarify your sales transformation vision and sell it to upper management, detail methods on how to deploy your vision, offer advice on how to sustain transformation through leadership and communication, and outline current trends that will impact future sales transformation. This book is targeted at anyone who has control over a sales organization or who wants to transform a sales team, including sales managers, sales executives, CEOs, COOs, and others who advise or influence those stakeholders, such as associates at consulting and private equity firms. Through original quantitative research, the authors' own experiences transforming sales organizations, and the lessons learned by a host of sales professionals they interviewed, you will understand how to transform and modernize your sales force to achieve your desired sales results and provide your customers with better service and value.

**SKILL INDIA OPPORTUNITIES & CHALLENGES** BPB Publications

Avoid implementation failures and technical debt by mitigating anti-patterns in your Salesforce enterprise solutions using expert guidance and proven recommendations Purchase of the print or Kindle book includes a free eBook PDF Key FeaturesBuild

exemplary Salesforce architectures by studying anti-patterns that lead to failing systemsDemonstrate deep architectural principles that you can apply in your Salesforce projectsIdentify common problems in Salesforce architectures and apply better architectural solutionsBook Description Salesforce Anti-Patterns teaches you to spot errors in Salesforce patterns that may seem like a good idea at first but end up costing you dearly. This book will enable Salesforce developers and architects to understand how ingenious Salesforce architectures can be created by studying anti-patterns and solutions to problems that can later lead to serious implementation issues. While there are several books on the market that start with the question, "How do I create great Salesforce architecture?" and proceed to a solution from there, this book instead starts by asking, "What tends to go wrong with Salesforce architectures?" and proceeds to a solution from there. In this book, you'll find out how to identify and mitigate anti-patterns in the technical domains of system architecture, data architecture, and security architecture, along with anti-patterns in the functional domain of solution architecture as well as for integration architecture. You'll also learn about common anti-patterns affecting your Salesforce development process and governance and, finally, how to spot common problems in how architects communicate their solutions. By the end of this Salesforce book, you'll have gained the confidence to architect and communicate solutions on the Salesforce platform while dodging common mistakes. What you will learnCreate a balanced system architecture by identifying common mistakes around on- and off-platform functionality and interfacesAvoid security problems that arise from anti-patterns on the Salesforce platformSpot common data architecture issues and discover intuitive ways to address themAvoid the dual traps of over- and under-customization in your solution architectureExplore common errors made in deployment setups, test strategy, and architecture governanceUnderstand why bad communication patterns are so overlooked in architectureWho this book is for This book is for Salesforce architects, aspiring architects, developers, consultants, and decision makers who want to start making the right architectural choices or prepare for their journey to CTA. This book helps you gain a professional understanding of Salesforce and its building blocks. It is not code-centric, so you will benefit from both functional and technical

experience, but a basic level of platform understanding is required.

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