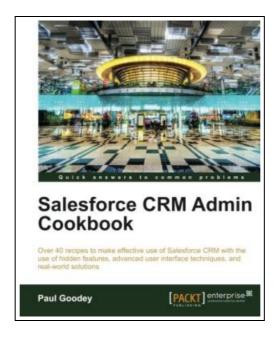
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Reviews

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SALESFORCE CRM ADMIN COOKBOOK



Packt Publishing. Paperback. Condition: New. 266 pages. Dimensions: 9.2in. x 7.5in. x 0.6in.Over 40 recipes to make effective use of Salesforce CRM with the use of hidden features, advanced user interface techniques, and real-world solutions Overview Implement advanced user interface techniques to improve the look and feel of Salesforce CRM Discover hidden features and hacks that extend standard configuration to provide enhanced functionality and customization Build real-world process automation, using the detailed recipes to harness the full power of Salesforce CRM Full of screenshots and comprehensive, step-by-step instructions to help deliver practical solutions for enhancing and extending Salesforce CRM In Detail Salesforce CRM is a market-leading customer relationship management (CRM) application that is accessed over the Internet. It is a proven system which helps to manage large volumes of information across an organization and also improves communication between departments for exceptional customer service. The CRM application is available for the management of sales projections and orders, marketing plans, knowledge management, service and support, partner relationships, and data analytics. The application greatly enhances a companys sales performance, improves customer satisfaction, and provides a robust customer relationship management system for an organization. For optimum performance of the system, there are a lot of things for you as the Salesforce administrator to know and tackle, but there isnt a single book which focuses on the administrative aspect of Salesforce CRM. Salesforce CRM Admin Cookbook enables you to instantly extend and unleash the power of Salesforce CRM. It provides clear, comprehensive instructions along with detailed screenshots and code. Whether you are looking for solutions to enhance the core features or are looking for ideas for advanced customization techniques, this book will provide you with immediate, practical, and exciting real-world recipes. This book provides pract



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