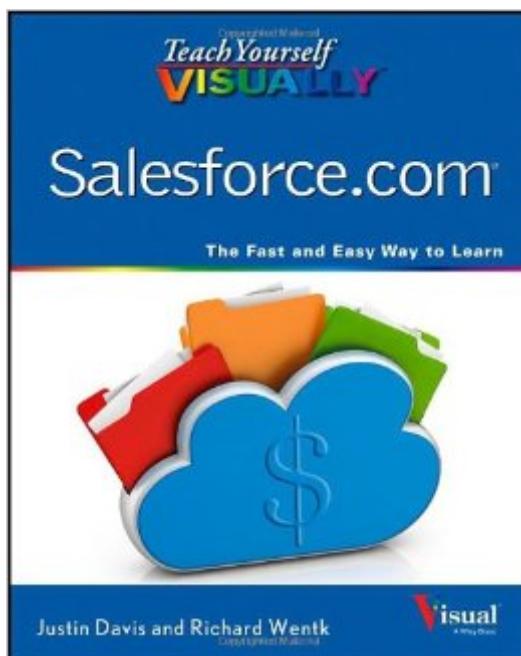


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# Teach Yourself VISUALLY Salesforce.com



## **Synopsis**

An ideal way for visual learners to get up to speed with salesforce.com Salesforce.com is the global leader in on-demand customer relationship management (CRM) and helps companies all over the world manage their sales, marketing, and customer service and support operations. Packed with full-color screen shots and numbered, step-by-step instructions, this guide shows you everything you need to know to get the most out of Salesforce.com. You'll discover how to organize contacts, log activities with contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projections based on past performance, and more. Explains the latest and most helpful features of the world's most popular customer relationship management (CRM) software - Salesforce.com Covers the latest enhancements to Salesforce.com and explains how to choose the right edition of Salesforce.com to suit your business needs Walks you through personalizing your system, managing accounts and activities, developing contacts, tracking products, and more Teach Yourself VISUALLY Salesforce.com is the book visual learners need to get the most from this go-to solution for CRM needs!

## **Book Information**

Paperback: 352 pages

Publisher: Visual; 1 edition (June 4, 2013)

Language: English

ISBN-10: 1118551591

ISBN-13: 978-1118551592

Product Dimensions: 7.4 x 0.8 x 9.2 inches

Shipping Weight: 1.8 pounds

Average Customer Review: 4.2 out of 5 starsÂ  See all reviewsÂ  (59 customer reviews)

Best Sellers Rank: #547,816 in Books (See Top 100 in Books) #111 inÂ  Books > Computers & Technology > Hardware & DIY > Personal Computers > Macs #170 inÂ  Books > Computers & Technology > Operating Systems > Macintosh #843 inÂ  Books > Computers & Technology > Business Technology > Software > Enterprise Applications

## **Customer Reviews**

I had been using Salesforce.com at a previous job, and latter got a job at a consulting company under the provision that I got certified as and admin, developer and consultant in less than 3 months.I tried reading a lot of books, but most of them were very hard to follow. This book had pictures, and it made it much easier to go thru each section of the learning.I ended up getting all 3

certifications, but I only recommend this book for Admin and Developer Certs...or for the person that just wants to learn the software better. Unfortunately the consulting test is geared for 100% experience, and I don't believe it's something you read out of a book (none that I've found). Read this book over and over, and you'll be surprised how fast you become an expert.

I've used Act for over 10 years, in probably 5 different upgrades. I believe that I've reached the limits of Act as a platform (and have concerns over long-term viability of the product), so I am investigating Salesforce.com.Teach Yourself Visually Salesforce.com has been a good text for me to help evaluate the viability of transitioning from Act to Salesforce, and I have been able to pick up the software very quickly as a result of reviewing the book.It covers more than enough for a typical user (but it is not overkill).Pros:-One of the few books on Salesforce.com out there, and thus one of the few alternatives to (expensive) tutoring-Well written, very visual in approach-Easy to follow along and teach yourselfCons:-Little on data migration from other platformsOverall, a good book for anyone new to Salesforce.com or looking to increase their skill set.

Although nothing can replace the professional implementation and configuration of a CRM such as Salesforce.com, Teach Yourself VISUALLY Salesforce.com provides a user-friendly approach to learning the basics of Salesforce.com administration for the do-it-yourself side of each of us.Instructions are kept short and concise, and you do not get buried under walls of text using terms you need to look up in a dictionary to understand what you are doing. Inline images assist the process by visually showing you where to go and what to do to achieve your desired result.In short, this book will lay a foundation for anyone wishing to get started on Salesforce.com administration and open the door to future success in the cloud crm realm with Salesforce.com.

I can honestly say I don't understand all of these reviews. While the larger number of very clear pictures is helpful, it's like building a house with Duplo blocks and no blueprint. Sure it's easy to see and manipulate the blocks, but there's no big picture and no sense of building a house.There is very little text to the book, and you end up following along with the pictures and performing operations without understanding much in the way of what you're doing or more importantly, why. And God forbid you miss a step or get confused when relying on pictures to tell you everything, it's very difficult to go back and figure out what you did wrong.If you know SalesForce even a little, you'll get next to nothing from this book. If you know nothing, you'll learn common screen layouts and work patterns from mindlessly pushing buttons along with the pictures, but you probably won't learn too

much about SF administration.

This guide is pretty good. I hadn't touched SalesForce before last week so I bought this book to help me understand it and adapt it to my businesses needs. This book covered a lot of the functionality but doesn't really go into any depth. If you're looking for just a guide to using salesforce and a broad overview of development then I think it would be hard to beat this book. If you're looking for more indepth information than you may want to pick up another book instead. The walkthroughs and images are extremely helpful though. Salesforce has such a busy interface it is sometimes hard to understand what other books are talking about when the instructions advise you to do something. With this book that is never an issue as there are nice screenshots of basically every step and arrows pointing to the important parts. It's very nice for visual learners as you can follow along.

The ISBN 1118551591 (Teach Yourself VISUALLY Salesforce.com, 1st ed.) is a comprehensive, simple, competent, and perfectly illustrated in color tutorial with suitable examples for learning from the beginning over 130 tasks focused on introducing the CRM (customer relationship management) Salesforce software available at Salesforce.com to companies for managing their interactions with current and future customers. The book's language is easy to understand by average people. The step-by-step approach and a great number of screen snapshots progressively unveils extensive options and familiarizes with Salesforce. Practicing by learning from each chapter is the key to gain proficiency. There are no typos or errors typical for the 1st editions. Approx. 82 pages of the book are shown by the .com's "LOOK INSIDE!" function. What cannot be seen is that the book is very well printed on semi-glossy paper, and the not too flimsy soft covers are adequate considering the price.

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