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This part of the Salesforce
tutorial includes the
Salesforce cheat sheet. From
this cheat sheet, you will
learn various aspects of
Salesforce that are mostly
asked in interviews, all in
one shot. This cheat sheet
will be a quick reference to
Salesforce keywords,

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variables, syntax, and all the other basic concepts that you must know to get started with Salesforce.

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```
content: "*"; margin: 0
0.125rem 0 0.125rem; color:
rgb (194, 57, 52); float:
left; } Lightning Markup
(example App)
<aura:application
```

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```
extends="force:slds">.  
<aura:attribute  
name="fields" type="String  
[]" default="  
['Email','Birthdate']" />.  
<aura:attribute name="conId"  
type="Id" default="null"/>.
```

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TIP OF THE WEEK: What are Salesforce Cheat Sheets? - WDCi ...

Salesforce Service Cloud For Dummies Cheat Sheet. By Jon Paz, T. J. Kelley. As a software-as-a-service (SaaS) business platform and engine, Salesforce constantly innovates in order to improve upon existing features and create new enhancements to improve customer experiences worldwide. With so many native, flexible features to solve business challenges, it can be tough to know

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which one is right for your organization.

Salesforce Service Cloud For Dummies Cheat Sheet - dummies

Formula Field Cheat Sheets. Salesforce CRM , For Administrators. There are some great Cheat Sheets on the developer community which might be a valuable tool for Salesforce administrators trying to make the most of custom formula fields. Here is the Cheat Sheet page on the developer site, and here are links to the Black & White / Color version.

Formula Field Cheat Sheets -

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Ideas - Salesforce ...

Returns a relative URL in the form of a link (href and anchor tags) for a custom s-control or Salesforce page. REGEX Compares a text field to a regular expression and returns TRUE if there is a match.

Formulas Quick Reference - Salesforce Developers

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the Salesforce Platform, it enables anyone to build AI-powered apps – using clicks or code – so everyone can get smarter with every customer interaction.

Einstein Activity Capture saves reps 1 hour per day in manual data entry. Einstein Opportunity Insights identifies

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Salesforce Account Executive for Pricing Salesforce Einstein will be available

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to customers throughout all Salesforce clouds. Many new features powered by Salesforce Einstein will require an additional charge; others will be included as part of existing Salesforce licenses and editions. Pricing for each Salesforce Einstein feature,

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Salesforce Cheat Sheets.
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CLI Quick Reference. Getting
Help. Get Documentation
URLs. sfdx force. Force
Commands Help. sfdx force
-h. Another sub level
example. sfdx force:org -h.
Authorization. Authorize a
Sandbox Org set an alias and
make it the default Dev Hub

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APIs that count toward this
allocation include the
Lightning Platform REST API,

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the Lightning Platform SOAP API, Bulk API, and Bulk API 2.0. API calls issued by certain Salesforce connected apps (for example, the Salesforce mobile app) don't count. To determine which APIs affect the allocation, see [Monitoring Your API Usage](#).

API Request Limits and Allocations | Salesforce Developer ...

This SOQL Cheat Sheet is designed to be a quick reference guide to some of SOQL's most common functions. If you are unfamiliar to SOQL and wish to learn more, my friend Kieren Jameson over at Woman

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Code Heroes has a fantastic 3 part guide that will walk you through how to get started.

SOQL Cheat Sheet & Reference Guide | Salesforce Ben

Our Cheat Sheets are short documents that give you useful information about Salesforce and our implementation method, as well a brief tour about our company and culture. These documents will help you answer initial questions about what Salesforce is and its benefits in general, so you can get a first look at the world's #1 CRM.

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Your all-access guide to reaping the benefits of Salesforce.com

Salesforce.com has a rapidly expanding influence over the way companies across the globe interact with their clientele. Written by Salesforce.com insiders with years of experience in customer relationship management (CRM) solutions, *Salesforce.com For Dummies* gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll discover how to organize contacts, schedule business appointments, use

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forecasting tools to predict upcoming sales, create accurate projects based on past performance, and so much more. A customizable, on-demand CRM solution, Salesforce.com allows businesses to organize and manage all of their customer information—leads, opportunities, contacts, accounts, cases, and solutions—in one place. Whether you're a Windows or Mac user, this down-to-earth, friendly guide shows you how to maximize Salesforce.com's capabilities to close deals faster, gain real-time visibility into sales, and collaborate instantly.

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Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results

Collaborate with colleagues using Chatter If you're new to Salesforce.com or an existing user looking for the latest tips and tricks to maximize its potential, this friendly guide has you covered.

Get up to lightning speed with this fully updated, bestselling guide to using Salesforce.com!

Salesforce.com For Dummies,

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7th Edition gives you an edge in building relationships and managing your company's sales, marketing, customer service, and support operations. You'll learn how to maximize the new user interface to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Written by Salesforce.com insiders with years of expertise in CRM services, this new edition covers the latest enhancements to Salesforce.com, the world's most popular customer relationship management

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software. You'll find out how to determine the right configuration to suit your business needs, and how to use apps, widgets, and tools to personalize your system. Then, you'll explore prospecting leads, managing accounts and partners, developing contacts, tracking products, calculating forecasts, and utilizing service and support. Customize the new user interface with apps, widgets, and tools Prospect leads, drive sales, and provide outstanding customer service Manage contacts, identify opportunities, and analyze your results Collaborate with colleagues

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using Chatter More than 150,000 companies worldwide use Salesforce.com as their CRM solution—if you're a new or existing user looking to maximize the potential of the new UI, this book has everything you need.

Salesforce Marketing Cloud: Take your digital marketing on a journey! Everything seems to be moving to the cloud these days—and digital marketing is no exception! Salesforce Marketing Cloud For Dummies guides you through the use of Salesforce's exciting suite of cloud-based digital marketing solutions, which have the power to help you

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plan, personalize, and optimize your customers' journey. Written by a leader of the Salesforce training and development team, Salesforce Marketing Cloud users will find essential information on using the suite of tools and tips and tricks that only an insider would be able to share. With easy-to-follow instructions, this guide helps you discover how to incorporate your data sets into the tools to create models, campaigns, and customer maps that enable you to create a positive experience for your customers. As Salesforce.com's multi-channel digital marketing

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platform, the Salesforce Marketing Cloud focuses on helping you manage one-on-one customer journeys. Leveraging a variety of features, this suite of tools offers email marketing, mobile marketing, social media marketing, content and messaging, predictive intelligence, and more. Your ability to navigate these features and functions will determine your digital marketing campaign's success, so it's critical that you make the most of this tool! Navigate and manage the Salesforce Marketing Cloud Define and understand your customers' journeys—and how you fit

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into them Engage your customers across devices, ensuring consistent communication Use predictive data to optimize engagement Salesforce Marketing Cloud For Dummies helps you make the most of your investment in the digital marketing world!

Migrate your data to Salesforce and build low-maintenance and high-performing data integrations to get the most out of Salesforce and make it a "go-to" place for all your organization's customer information. When companies choose to roll out Salesforce, users expect it

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to be the place to find any and all Information related to a customer—the coveted Client 360° view. On the day you go live, users expect to see all their accounts, contacts, and historical data in the system. They also expect that data entered in other systems will be exposed in Salesforce automatically and in a timely manner. This book shows you how to migrate all your legacy data to Salesforce and then design integrations to your organization's mission-critical systems. As the Salesforce platform grows more powerful, it also grows in complexity. Whether you

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are migrating data to Salesforce, or integrating with Salesforce, it is important to understand how these complexities need to be reflected in your design. Developing Data Migrations and Integrations with Salesforce covers everything you need to know to migrate your data to Salesforce the right way, and how to design low-maintenance, high-performing data integrations with Salesforce. This book is written by a practicing Salesforce integration architect with dozens of Salesforce projects under his belt. The patterns and practices covered in this book are the results of the

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lessons learned during those projects. What You'll Learn Know how Salesforce's data engine is architected and why Use the Salesforce Data APIs to load and extract data Plan and execute your data migration to Salesforce Design low-maintenance, high-performing data integrations with Salesforce Understand common data integration patterns and the pros and cons of each Know real-time integration options for Salesforce Be aware of common pitfalls Build reusable transformation code covering commonly needed Salesforce transformation patterns Who This Book Is For Those tasked with

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migrating data to Salesforce or building ongoing data integrations with Salesforce, regardless of the ETL tool or middleware chosen; project sponsors or managers nervous about data tracks putting their projects at risk; aspiring Salesforce integration and/or migration specialists; Salesforce developers or architects looking to expand their skills and take on new challenges

Incorporate the power of Einstein in your Salesforce application About This Book Make better predictions of your business processes

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using prediction and predictive modeling Build your own custom models by leveraging PredictionIO on the Heroku platform Integrate Einstein into various cloud services to predict sales, marketing leads, insights into news feeds, and more Who This Book Is For This book is for developers, data scientists, and Salesforce-experienced consultants who want to explore Salesforce Einstein and its current offerings. It assumes some prior experience with the Salesforce platform. What You Will Learn Get introduced to AI and its role in CRM and cloud

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applications Understand how Einstein works for the sales, service, marketing, community, and commerce clouds Gain a deep understanding of how to use Einstein for the analytics cloud Build predictive apps on Heroku using PredictionIO, and work with Einstein Predictive Vision Services Incorporate Einstein in the IoT cloud Test the accuracy of Einstein through Salesforce reporting and Wave analytics In Detail Dreamforce 16 brought forth the latest addition to the Salesforce platform: an AI tool named Einstein. Einstein promises to provide users of all

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Salesforce applications with a powerful platform to help them gain deep insights into the data they work on. This book will introduce you to Einstein and help you integrate it into your respective business applications based on the Salesforce platform. We start off with an introduction to AI, then move on to look at how AI can make your CRM and apps smarter. Next, we discuss various out-of-the-box components added to sales, service, marketing, and community clouds from salesforce to add Artificial Intelligence capabilities. Further on, we teach you how

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to use Heroku, PredictionIO, and the force.com platform, along with Einstein, to build smarter apps. The core chapters focus on developer content and introduce PredictionIO and Salesforce Einstein Vision Services. We explore Einstein Predictive Vision Services, along with analytics cloud, the Einstein Data Discovery product, and IOT core concepts. Throughout the book, we also focus on how Einstein can be integrated into CRM and various clouds such as sales, services, marketing, and communities. By the end of the book, you will be able to embrace and leverage the power of

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Einstein, incorporating its functions to gain more knowledge. Salesforce developers will be introduced to the world of AI, while data scientists will gain insights into Salesforce's various cloud offerings and how they can use Einstein's capabilities and enhance applications. Style and approach This book takes a straightforward approach to explain Salesforce Einstein and all of its potential applications. Filled with examples, the book presents the facts along with seasoned advice and real-world use cases to ensure you have all the resources

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you need to incorporate the power of Einstein in your work.

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globe interact with their clientele. Salesforce.com For Dummies lends you an edge in building those relationships and managing your company's sales, marketing, customer service, and support operations. With this accessible guide, you will learn how to organize contacts, schedule business appointments, use forecasting tools to predict upcoming sales, make accurate projects based on past performance, and more. Covers the latest enhancements to Salesforce.com, the world's most popular customer relationship management software, and explains how

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to choose the right configuration to suit your business needs Written by Salesforce.com insiders with years of expertise in CRM services Details how to personalize your system, prospect leads, manage accounts and partners, develop contacts, track products, calculate forecasts, drive demand, utilize service and support, share insights with Chatter, enhance your online marketing, and more Close deals faster, gain real-time visibility into sales, and collaborate instantly with help from Salesforce.com For Dummies.

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The Salesforce Platform App Builder Certification Guide covers the essential topics and fundamental concepts that you need to master in order to design and build applications that support business processes within the Lightning Platform.

Discover how to set up a sophisticated support center for your business in a matter of a few hours with Salesforce Service Cloud For Dummies. Service executives, managers, support agents, and system administrators will learn through best practices and step-by-step guidelines how to maximize their usage of Service Cloud

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to give customer service departments a holistic view of the customers they serve.

This book covers:

Salesforce.com Service Cloud Basics Handling Customer Issues Improving Your Service Organization's Effectiveness Leveraging Your Organizational Knowledge Recognizing When It Takes a Community Measuring Contact Center Performance Designing Your Service Solution with Force.com Improving Contact Center Productivity Improved internal coordination leads to quicker resolution of customers' questions, which can then lead to improved customer satisfaction, which

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is critical in this age where opinions can be amplified throughout the Internet. Take advantage of this opportunity to be heard above your competition with the help of Salesforce Service Cloud For Dummies.

A handy guide that covers the most essential topics for Salesforce Platform App Builder Certification in an easy-to-understand format

About This Book Get to grips with the fundamentals of Force.com to pass the certification exam with flying colors Create Force.com applications, automate business processes, and manage data operations

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to be a successful Salesforce.com Certified Force.com app builder A step-by-step guide that covers the most essential topics for the Platform App Builder Certification in an easy-to-understand format Who This Book Is For Salesforce beginners who need to prepare for the Salesforce Platform App Builder Certification exam will benefit from this book. This book is ideal for developers and admins who are new to Salesforce CRM and the Force.com platform. It is recommended that users have some basic programming knowledge and are familiar with salesforce. By the end

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of the book, you will be ready to appear for the exam and develop various applications on the cloud platform. What You Will Learn Learn the basics of the force.com cloud platform Learn to build objects that align with your business Understand the process of building an application on force.com platform Kick-start your certification journey in basic- easy-to-follow guide Focus on important topics that help you accomplish your certification goals Learn to secure your application with the Salesforce security model Manipulate and process large amount of data using

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the data tools Prepare for the exam with sample mock questions In Detail The Salesforce Certified Platform App Builder exam is for individuals who want to demonstrate their skills and knowledge in designing, building, and implementing custom applications using the declarative customization capabilities of Force.com. This book will build a strong foundation in Force.com to prepare you for the platform app builder certification exam. It will guide you through designing the interface while introducing the Lightning Process Builder. Next, we will implement business

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logic using various point and click features of Force.com. We will learn to manage data and create reports and dashboards. We will then learn to administer the force.com application by configuring the object-level, field-level, and record-level security. By the end of this book, you will be completely equipped to take the Platform App Builder certification exam. Style and approach Simple and to-the-point examples that can be tried out in your developer org. A practical book for professionals who want to take the Salesforce Platform App Builder

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