

Salesforce Custom End-User Training



DRIVE YOUR SALESFORCE ADOPTION

The demands of today's Salesforce customers vary greatly. Sales users require timely data to truly connect with their customers. Support agents need a complete set of productivity tools to deliver faster, smarter, and more personalized customer service. Businesses around the globe are using Salesforce in unique ways, customized for their organization.

In order to make the most of your investment, it's essential that your users be fully trained to realize all the benefits of your specific Salesforce implementation. Organizations that invest in a custom end-user training strategy benefit from smoother deployments, higher adoption rates, and a larger rate of return.

“Organizations can achieve significant ROI from CRM ‘user’ training. Survey results showed that clients trained on its system’s capabilities experience a significant improvement in key business metrics.”

Source: IDC Maximize the Value of Your CRM Investment Through Training Whitepaper



INCREASE USER PRODUCTIVITY FROM DAY ONE

Role-specific training that is linked to your unique business processes and needs empowers your users, educating them on new ways of working. As the official training division of Salesforce, we have direct access to the latest product offerings and updates. This means we have the expertise to develop customized programs that promote rapid end-user adoption. By giving your users the knowledge, the experience, and the confidence to do their jobs more efficiently, you will ultimately enable their success.



USER TRAINING, TAILORED FOR YOUR ORGANIZATION

End-user training programs are designed around your specific instance and use of Salesforce, your business processes, and your users. Content is developed by our certified experts and delivered in the way that best suits your organizational learning culture. Useful reference materials are also provided to support your team after the program is completed.

All this will ensure your users are learning and retaining what they need to know to perform their particular function. By leveraging our proprietary training methods, you'll see an accelerated time to realize the value of Salesforce while minimizing employees' time away from work.



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BUILDING A SUCCESSFUL CUSTOM TRAINING PROGRAM

There are four key components involved in the development and execution of Salesforce custom end-user training.

1 Training Planning and Management

Upon meeting with you to discuss the objectives of your Salesforce deployment, one of our expert trainers will conduct a needs analysis, resulting in a customized training plan that is based on your organizational goals, business processes, and your unique applications.

2 Customized Course Content Development

A Salesforce course development expert will then build out learning materials, including:

- Role-based training content tailored to the needs of each of your unique Salesforce roles.
- What's In It For Me (WIIFM) value propositions; expected behaviors and business processes messaged alongside the varying training components.
- Day in the life-based, hands-on training exercises based on real-world scenarios, so users experience how they'll be expected to use the system in their daily activities.
- Skills check development activities, to ensure comprehension and understanding.

3 Training Delivery

Interactive training is delivered to your identified end users, providing the materials, tools, and knowledge required for them to perform all functions needed within your specific instance of Salesforce.

- Face to face, instructor-led training – A highly effective way to train users as they interact with a Salesforce certified expert, on your premises, where they can ask questions and get answers.
- Virtual instructor-led training – Interaction with a Salesforce certified expert via a live virtual training environment. Great for geographically dispersed teams, or those who want to save on travel.
- On Demand or Blended Learning – Combination of instructor-led and self-paced, on demand or interactive eLearning (offerings vary by region).
- Train the Trainer – Interactive, instructor-led workshops that provide materials, tools, and knowledge transfer to your own internal trainers, who will assume ownership of future training needs and conduct end-user training going forward.

4 Post Training Support

To support your users post-training, you will be given a set of reference materials, which can include quick-reference guides, how-to videos, or pre-recorded tutorial videos. These just-in-time assets are succinct and focused on areas in which users may need ongoing support. We can also provide Instructor-led Go Live and post-Go Live assistance, which is delivered via floor-walks or "Ask the Expert" clinics held onsite or virtually.

"The trainers from Salesforce were engaging, encouraging, and empowering. They left us feeling confident in our abilities to teach the necessary applications for our company and they helped us transform the message to meet our particular business needs."

CHRISTOPHER PAIGE
CRM Training Manager, Bisk



LEARN MORE

Contact your Salesforce Training Account Executive to explore options for a custom training program developed exclusively for your needs.



LEARN

Learn at your own pace, from our experts, and your peers.

EARN

Earn points, badges, and skill-based credentials that grow your resume.

CONNECT

Connect with fellow Trailblazers to learn, inspire, and blaze new trails.

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