Accelerator Library

Find the Right Expert Coaching Session for You

Accelerators are working sessions designed to help you solve key business objectives, no matter where you are on your Salesforce journey. Attend an Accelerator Webinar with other trailblazers or a One-to-One Accelerator for a more personalized experience.

United States and Canada

Need Help Booking an Accelerator? Get Started
Register For Upcoming Accelerator Webinars Explore
Get to Know Premier Learn More

Customers with a Premier Success Plan can schedule One-to-One Accelerators at no additional cost. Customers without Premier can purchase Accelerators à la carte. Accelerators are available globally and in multiple languages - inquire about Accelerators in your region.
Which Accelerator is right for you?

**Accelerator Webinars** are one-hour sessions with other Trailblazers available live or on-demand.

**One-to-One Accelerators** are personalized engagements led by a Salesforce Specialist available for Premier customers.

Select a topic that interests you from this list.

Salesforce is the leader in enterprise cloud computing. We help companies connect to their customers in a whole new way with our sales, service, marketing, community, and analytics apps. All of these apps run on the Customer Success Platform, so you can manage all your information in one place. To learn more, call us at 1-800-667-6389. Not all Accelerators are available in every region or language.
Accelerator Webinars

Gain quick access to expert advice and best practices through our Webinar series and on-demand recordings. Premier customers can also book a personalized one-to-one follow-up conversation after the webinar concludes.

Salesforce is the leader in enterprise cloud computing. We help companies connect to their customers in a whole new way with our sales, service, marketing, community, and analytics apps. All of these apps run on the Customer Success Platform, so you can manage all your information in one place. To learn more, call us at 1-800-667-6389. Not all Accelerators are available in every region or language.
Salesforce is the leader in enterprise cloud computing. We help companies connect to their customers in a whole new way with our sales, service, marketing, community, and analytics apps. All of these apps run on the Customer Success Platform, so you can manage all your information in one place. To learn more, call us at 1-800-667-6389. Not all Accelerators are available in every region or language.
One-to-One Accelerators

Get personalized, expert advice and best practices to maximize the value of your Salesforce investment.

Salesforce is the leader in enterprise cloud computing. We help companies connect to their customers in a whole new way with our sales, service, marketing, community, and analytics apps. All of these apps run on the Customer Success Platform, so you can manage all your information in one place. To learn more, call us at 1-800-667-6389. Not all Accelerators are available in every region or language.
Salesforce is the leader in enterprise cloud computing. We help companies connect to their customers in a whole new way with our sales, service, marketing, community, and analytics apps.

All of these apps run on the Customer Success Platform, so you can manage all your information in one place. To learn more, call us at 1-800-667-6389. Not all Accelerators are available in every region or language.

### Getting Started
- **Education Data Architecture (EDA)**
- **Pardot for Higher Ed**
- **Using Salesforce Advisor Link (SAL)**

### How To
- **Set Up Einstein Analytics Dashboards**
- **GOVERNANCE IN HIGHER EDUCATION**
- **Report in Education Data Architecture (EDA)**

### Insights
- **Governance in Higher Education**
- **Report in Education Data Architecture (EDA)**

---

### Nonprofit Cloud

#### Getting Started
- Connect with Nonprofit Constituents Using Communities
- Nonprofit Success Pack (NPSP) for Fundraising
- Plan Service Cloud for Nonprofit Program Management

#### How To
- Customize Your Data Model for Nonprofit Program Management
- Import Data into Nonprofit Success Pack (NPSP)
- PreventDuplicates in the Nonprofit Success Pack (NPSP)
- Set Up Campaigns for Nonprofit Fundraising
- Set Up Levels and Engagement Plans in the Nonprofit Success Pack (NPSP)
- Track Income in Nonprofit Success Pack (NPSP)
- Track Soft Credits in the Nonprofit Success Pack (NPSP)
- Use Email Functionality to Engage Nonprofit Constituents

#### Insights
- Reports and Dashboards in the Nonprofit Success Pack (NPSP)

---

### Education Cloud

#### Getting Started
- Education Data Architecture (EDA)
- Pardot for Higher Ed
- Using Salesforce Advisor Link (SAL)

#### How To
- Set Up Einstein Analytics Dashboards

#### Insights
- Governance in Higher Education
- Report in Education Data Architecture (EDA)

---

### Marketing Cloud

#### Getting Started
- Marketing Cloud for Nonprofits and Higher Education
- Marketing Cloud Data Management for Nonprofits and Higher Education

#### How To
- Create an Event Drip Campaign with MC’s Automation Studio
- Marketing Cloud Implementation and Campaign Documentation
- Set Up Social Studio for Nonprofits and Higher Education

---

### Salesforce Mobile

#### Getting Started
- Platform Fast Start

#### How To
- Improve Adoption

---

### Pardot*

#### How To
- Email Marketing Strategy
- Manage Leads
- Use Engagement Studio

#### Insights
- Reporting

#### Review
- Database Hygiene Assessment
- Health
- Optimize your Pardot and Salesforce Integration

*Requires Premier for Pardot Success Plan

---

Salesforce is the leader in enterprise cloud computing. We help companies connect to their customers in a whole new way with our sales, service, marketing, community, and analytics apps. All of these apps run on the Customer Success Platform, so you can manage all your information in one place. To learn more, call us at 1-800-667-6389. Not all Accelerators are available in every region or language.
Sales Cloud

Getting Started
- Console Design
- Fast Start
- Sales Cloud Einstein
- Strategies For Managing Account Data

How To
- Get the Most out of Enterprise Territory Management
- Prevent Duplicate Records
- Set Up Gmail Integration
- Set Up Gmail Integration with Inbox
- Set Up Home Page
- Set Up Lead or Opportunity Workspace
- Set Up Outlook Integration
- Set Up Outlook Integration with Inbox
- Set Up Path in Lightning

Insights
- Activity Dashboards

Salesforce CPQ

Getting Started
- Salesforce CPQ

How To
- Create a Product Catalog
- Guided Selling
- Use Product Rules
- Use Quote Templates

Service Cloud

Getting Started
- Field Service: Lightning
- Service Cloud: Lightning

How To
- Automate Work Distribution With Omni-Channel
- Deploy Chat
- Deploy Messaging
- Plan your CTI Implementation
- Set up Embedded Chat

Insights
- Dashboard Design

Review
- Lightning Transition Readiness
Your partner in growth

Salesforce helps you find customers, win their business, and keep them happy so you can grow faster than ever.

With Salesforce’s out-of-the-box solutions, you can easily implement cutting-edge technology and connect everything you use to run your business. On average, customers using Salesforce see a 38% faster decision making, a 25% increase in revenue, and a 35% jump in customer satisfaction.

To learn more about how Salesforce can help your business, visit: salesforce.com/smb
To see how easy it is to learn Salesforce, visit: trailhead.salesforce.com

CONTACT US