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. Kickstart your learning in Trailhead with an Accelerator Trailmix, attend an Accelerator Webinar with other trailblazers or meet with a Specialist via a One-to-One Accelerator for a more personalized experience.

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 Trailmixes are curated learning paths that provide fast, effective and self-paced access to learn on Trailhead.

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.
Getting Started

- Metrics and Analytics

How To

- Organize Your Teams

Accelerator Trailmixes and Webinars

Gain quick access to curated learning paths, expert advice and best practices through our Accelerator Trailmixes, Webinar series and on-demand recordings. Premier customers can also book a personalized one-to-one follow-up conversation upon completion of their Trailmix or 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.

### Getting Started
- **Governance**
- **How To**
  - Manage the Salesforce Development Lifecycle
- **Pardot**
  - **Getting Started**
    - Google Organic Basics
    - New Admin Onboarding
    - Prepare for Implementation
    - Salesforce Engage Fast Start
    - Switching to Pardot Lightning App
  - **How To**
    - Integrate with Google Ads and Analytics
    - Send List Emails
    - Use Forms and Landing Pages
    - Use Salesforce Campaigns
- **Sales Cloud**
  - **Getting Started**
    - Fast Start (Accelerator Trailmix)
    - Field Setup and Layout
    - High Velocity Sales
    - Sales Cloud Einstein
    - Set up myTrailhead
    - Set your Implementation up for Success
  - **How To**
    - Get the Most out of Forecasting
    - Improve Efficiencies with Key Lightning Features
    - Managing Activities in Lightning
    - Manage Leads
    - Manage Opportunities
  - **Insights**
    - Design Reports & Dashboards
- **Service Cloud**
  - **Getting Started**
    - Agent Productivity Features
    - Chat for Lightning
    - Digital Engagement
    - Einstein Bots
    - Einstein Case Classification and Next Best Actions
  - **How To**
    - Automate Your Case Management
    - Design Your Lightning Console
    - Plan "Salesforce Knowledge" in Lightning
    - Plan Your Lightning Knowledge Transition
    - Set Up Entitlements & Milestones
  - **Insights**
    - Dashboards Fast Start
- **Marketing Cloud**
  - **Getting Started**
    - Fast Start (Accelerator Trailmix)
    - Field Setup and Layout
    - High Velocity Sales
    - Sales Cloud Einstein
    - Set up myTrailhead
    - Set your Implementation up for Success
  - **How To**
    - Manage the Salesforce Development Lifecycle
  - **Pardot**
    - **Getting Started**
      - Google Organic Basics
      - New Admin Onboarding
      - Prepare for Implementation
      - Salesforce Engage Fast Start
      - Switching to Pardot Lightning App
    - **How To**
      - Integrate with Google Ads and Analytics
      - Send List Emails
      - Use Forms and Landing Pages
      - Use Salesforce Campaigns
    - **Insights**
      - B2B Marketing Analytics
- **Salesforce CPQ**
  - **How To**
    - Use Price Rules

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.

Platform
- Getting Started
  - Application Security
- How To
  - App Development with Salesforce DX
  - Backup and Manage Salesforce Data
  - Business Process Automation
  - Lightning Platform: Configuration and Customization
  - Plan Your Chatter Adoption*
  - Sandbox Design
  - Set Up Single Sign-On

Review
- Improve Adoption
- Org Health
- Salesforce Data Quality

Einstein Analytics
- Getting Started
  - Einstein Analytics: Event Monitoring
  - Einstein Analytics: Platform Fast Start
  - Einstein Discovery
  - Sales and Service Analytics: Fast Start
- How To
  - Einstein Analytics: Advanced Customizations
- Insights
  - Einstein Analytics: Build Dashboards
- Review
  - Einstein Analytics: Dashboard Health Check

*Also appears in the Community Cloud section.
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

- **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)**
- **Prevent Duplicates 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)**
  - **Governance in Higher Education**
  - **Pardot for Higher Ed**
  - **Using Salesforce Advisor Link (SAL)**

### How To

- **Plan Your Student Experience Community**
- **Set Up Einstein Analytics Dashboards**

### Insights

- **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**

*Requires Premier for Pardot Success Plan

---

Salesforce Mobile

- **Getting Started**
  - Platform Fast Start

- **How To**
  - Improve Adoption

---

Salesforce.org

- **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)**
- **Prevent Duplicates 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)**

---

Pardot*

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

- **Insights**
  - B2B Marketing Analytics
  - Reporting

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

*Requires Premier for Pardot Success Plan

---

One-to-One Accelerators

---
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