Accelerator Library

Accelerators are specialized engagements designed to help you get started and get more value from your investment in Salesforce. Use this library to find your product, explore the available resources, and grow your skills with Salesforce experts.

Customers with a Premier Plan can schedule One-to-One Accelerators at no additional cost. Premier Plan customers also get around-the-clock access to support, developer help, and personalized coaching. For more info, get to know Premier.

Updated October 16, 2020
What’s an Accelerator?
Take your success to the next level

Accelerators are specialized coaching resources designed to help customers get more value from Salesforce products. We currently offer:

- **Accelerator Webinars**
  One-hour expert coaching sessions on a specific topic that any Salesforce customer can attend. Available live or on-demand.

- **On-demand Video**
  All the value of our one-hour expert coaching sessions, with the flexibility of learning at your own pace and on your schedule.

- **One-to-One Sessions**
  Personalized sessions during which Salesforce Specialists help you overcome obstacles and drive long-term success. Included for Premier customers.

Premier customers can also request a one-to-one follow-up session.
Ask an Expert sessions are your chance to talk with Salesforce experts and to learn from your peers. Join us as we answer adoption, best-practice and how-to questions live!

Ask an Expert

Keep Exploring

Find a Session
Premier Success Plans
Reach your goals faster with Premier

Customers with a Premier Plan get 24/7 support, personalized coaching, and expert guidance.

Learn how to drive adoption, get support, and boost productivity by registering for the Get Started with Premier Accelerator.

Getting Started

- Get Started with Premier

Register Now
Sales

Getting Started
- Admin Fast Start
- Campaign Management
- High Velocity Sales
- Sales Cloud Einstein
- Salesforce Maps Fast Start
- Set up myTrailhead
- Set your Implementation up for Success
- Strategies For Managing Account Data

How To
- Console Design
- Get the Most out of Enterprise Territory Mgmt
- Get the Most out of Forecasting
- Improve Efficiencies with Key Lightning Features
- Managing Activities in Lightning
- Manage Leads
- Manage Opportunities
- 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
- Design Reports & Dashboards

Accelerator Webinar/On-Demand Video
On-Demand Video Only
One-to-One Session
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Getting Started
- Admin + Deliverability
- Advertising Studio
- Building, Testing + Sending Email
- Data and Segmentation Basics
- Design & Strategy for Email Marketing
- Email Studio: Email Personalization Basics
- Journey Builder: Journey Strategy
- Marketing Cloud Connect Overview
- Social Studio
- Social Studio: Social Listening

How To
- Audience Studio: Uncover Audience Insights
- Automate Data Imports
- Email Studio: Automate Email Segmentation
- Journey Builder: Set up a Journey
- Manage Your Data and Contacts
- Social Studio: Set Up Social Studio Automate
- Use Einstein Engagement Scoring
- Use Marketing Cloud Connect

Insights
- Email Reporting and Tracking

* Requires Marketing Cloud Premier Success Plan
Getting Started
- Einstein Product Recommendations [B2C]
- Metrics and Analytics [B2B]
- Metrics and Analytics [B2C]
- Multi-Factor Authentication [B2C]
- Onsite Marketing and Promotions [B2C]
- Onsite Search [B2C]
- Page Designer [B2C]
- Products and Catalogs [B2C]
- Search Engine Optimization (SEO) [B2C]
- Sorting Rules [B2C]

How To
- Organize Your Teams [B2B]

Insights
- Feature Adoption Checklist [B2C]
Pardot*

Getting Started
- Google Organic Basics
- New Admin Onboarding
- Prepare for Implementation
- Switching to Pardot Lightning App

Insights
- B2B Marketing Analytics
- B2B Marketing Analytics
- Reporting
  * Requires Pardot Premier Success Plan

How To
- Email Marketing Strategy
- Integrate with Google Ads and Analytics
- Manage Leads
- Send List Emails
- Use Automation Tools
- Use Forms and Landing Pages
- Use Engagement Studio
- Use Salesforce Campaigns
- Use Salesforce Engage

Advanced
- Global Marketing Strategy

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

* Requires Pardot Premier Success Plan
Communities

Getting Started
- Lightning Customer Community Fast Start
- Lightning Partner Community Fast Start

How To
- Build Your Lightning Customer Community
- Build Your Lightning Partner Community
- Create a Public Knowledge Base
- Define Your Member Journey
- Plan Your Chatter Adoption

Accelerator Webinar/On-Demand Video
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Platform

Getting Started
- Application Security
- Lightning Platform: Configuration Fast Start
- Multi-Factor Authentication

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

Review
- Improve Adoption
- Lightning Platform: Readiness Assessment
- Org Health
- Salesforce Data Quality

** Also appears in the Community Cloud section.
# Einstein Analytics

## Getting Started
- Event Monitoring
- Einstein Analytics: Platform Fast Start
- Einstein Discovery
- Einstein Prediction Builder
- Sales Analytics: Fast Start
- Service Analytics: Fast Start

## How To
- Einstein Analytics: Advanced Customizations
- Einstein Analytics: Load Data

## Insights
- Einstein Analytics: Build Dashboards

## Review
- Einstein Analytics: Health Check

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- Accelerator Webinar/On-Demand Video
- On-Demand Video Only
- One-to-One Session
Heroku

Getting Started
- Enterprise Fast Start
- Onboarding & Implementation Strategy

How To
- Plan for Application Scaling
- Solution Proposal

Insights
- Application Performance Assessment
- Baseline Postgres Assessment
- Technical Discovery

Review
- Application Outage Review

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- Accelerator Webinar/On-Demand Video
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Health Cloud

Getting Started

- Health Cloud
- Planning Your Implementation

Accelerator Webinar/On-Demand Video
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Financial Services Cloud

Getting Started
- Financial Services Cloud

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Governance

Getting Started
- Governance

How To
- Design a Salesforce Org Strategy
Salesforce CPQ

Getting Started
● Salesforce CPQ

How To
● Create a Product Catalog
● Guided Selling
● Use Price Rules
● Use Product Rules
● Use Quote Templates
## Getting Started
- Case Management for Human Services
- Contact and Household Management in NPSP
- Essential Admin Skills for Nonprofits
- Nonprofit Success Pack (NPSP) for Fundraising
- Nonprofit Cloud for Program Management
- Volunteers for Salesforce

## How To
- Get Your Data into the 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)
Salesforce.org | Education Cloud

Getting Started
- Education Data Architecture (EDA)
- Governance in Higher Education
- Using Advisor Link

How To
- Implement a Case Management Strategy for Education
- Plan Your Student Experience Community

Insights
- Report in Education Data Architecture (EDA)

Accelerator Webinar/On-Demand Video | On-Demand Video Only | One-to-One Session
Salesforce.org | Marketing Cloud

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

How To
- Set Up Social Studio for Nonprofits and Higher Education

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Getting Started

- Work.com
Still have questions?

Ask questions, get answers, explore ideas, and be inspired by Salesforce experts and customers like you. Join the Trailblazer Community!

More to explore

We support certain Accelerator titles in additional languages. You can explore our EMEA (French) or LATAM (Spanish, Portuguese) catalogs using the buttons below.

Join Now

French

Spanish

Portuguese