SALESFORCE MADE SIMPLE
A GUIDE TO CERTIFICATION PATHS
START HERE. GO ANYWHERE.

Salesforce Certification is the ultimate benchmark that recognizes the skills, expertise, and real-world know-how of today’s cloud specialists. Are you an Administrator who keeps Salesforce running smoothly, or Developer who builds new apps to customize and extend capabilities? Perhaps you’re an Implementation Expert or Marketing Specialist responsible for ensuring the right solutions are deployed for maximum effectiveness. Or are you an Architect who masterminds high-performance technical frameworks?

Whatever your role, achieving your goals starts with getting Salesforce Certified. This guide will help you get there.
CERTIFICATION TRACKS

**ADMINISTRATORS**
- Administrator
- Advanced Administrator

**APP BUILDERS**
- Platform App Builder

**CONSULTANTS**
- Community Cloud Consultant
- Field Service Lightning Consultant
- Marketing Cloud Consultant
- Pardot Consultant
- Sales Cloud Consultant
- Service Cloud Consultant

**DEVELOPERS**
- Commerce Cloud Digital Developer
- Platform Developer I
- Platform Developer II

**ARCHITECTS**
- Application Architect
- Data Architecture and Management Designer
- Development Lifecycle and Deployment Designer
- Identity and Access Management Designer
- Integration Architecture Designer
- Mobile Solutions Architecture Designer
- Sharing and Visibility Designer
- System Architect
- Technical Architect

**SPECIALISTS**
- CPQ Specialist
- Marketing Cloud Email Specialist
- Marketing Cloud Social Specialist
- Pardot Specialist
ADMINISTRATOR

The Salesforce Certified Administrator exam is intended for an individual who has experience performing as a Salesforce Administrator.

CERTIFICATION PATH

START
Learn at your own pace:
- Use our self-guided resources
- Join our Trailblazer Community
- Check out our Certification Trailmix

UNDERSTAND THE BASICS

SHARPEN YOUR SKILLS
Add to your skill set:
- Take Administration Essentials for New Admins (ADM201)
- Take Administration Essentials for New Admins Plus Certification (ADM201C)
- Take Administration Essentials for New Admins Evening Course (ADM201E)
- Tap into these digital learning courses

PREP AND STUDY
Get ready for your exam:
- Take Certification Preparation for Administrator (CRT101)
- Download the Certification Exam Guide

GET CERTIFIED

Exam Overview
Here are examples of the concepts you should understand to pass the exam:
- Managing users, data, and security
- Maintaining and customizing Sales Cloud and Service Cloud apps
- Building reports, dashboards, and workflows

Related Certifications

Certified Administrator
Certified Advanced Administrator
Certified Platform App Builder

Prerequisite Certifications
None
ADVANCED ADMINISTRATOR

The Salesforce Certified Advanced Administrator credential is designed for those who have advanced-level experience as a Salesforce Administrator.

CERTIFICATION PATH

START
Learn at your own pace:
- Use our self-guided resources
- Join our Trailblazer Community
- Check out our Certification Trailmix

UNDERSTAND THE BASICS

SHARPNEN YOUR SKILLS
Add to your skill set:
- Take Administration Essentials for Experienced Admins (ADM211)
- Tap into these digital learning courses

PREP AND STUDY
Get ready for your exam:
- Take Certification Preparation for Advanced Administrator (CRT211)
- Download the Certification Exam Guide
- Get our Preparation Cheat Sheets

GET CERTIFIED

EXAM OVERVIEW
Here are examples of the concepts you should understand to pass the exam:
- Leveraging the advanced administration capabilities of Salesforce
- Optimizing and extending Sales Cloud and Service Cloud apps
- Designing advanced reports, dashboards, and business-process automation

RELATED CERTIFICATIONS
- Certified Administrator
- Certified Advanced Administrator
- Certified Platform App Builder

PREREQUISITE CERTIFICATIONS
- Certified Administrator
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### Certified Administrator

#### Understand the Basics
- Watch Our Getting Started Videos: 1.5 Hrs
- Certification Trailmix: 35 Hrs
- Getting Started: Navigating Salesforce: 20 Min
- Getting a Head Start with Chatter: 33 Min
- Using Salesforce 1: 3 Min
- Getting Started with Managing Data: 28 Min
- Getting Started with Reports and Dashboards: 28 Min
- Getting Started: Administering Salesforce: 50 Min
- Join Our Trailblazer Community

#### Sharpen Your Skills
- Administration Essentials for New Admins (ADM201): 5 Days
- Administration Essentials for New Admins Plus Certification (ADM201C): 5 Days
- Administration Essentials for New Admins Evening Course (ADM201E): 15 Days
- Salesforce Proficiency Pack for Administrators (SPP201): 30 days, (1-2 hrs/day)
- Administrative Essentials for New Admins in Lightning Experience (ADX201): 5 Days
- Reporting Fundamentals (RPT101): 1 Day
- Reporting Fundamentals in Lightning Experience (RPX101): 1 Day

#### Prep and Study
- Certification Preparation for Administrator (CRT101): 1 Day
- Download the Certification Exam Guide: 30 Min

### Certified Advanced Administrator

#### Understand the Basics
- Certification Trailmix: 39 Hrs
- Managing Users and Troubleshooting Login Issues: 13 Min
- Join Our Trailblazer Community

#### Sharpen Your Skills
- Administration Essentials for Experienced Admins (ADM211): 5 Days
- Certification Preparation for Advanced Administrator (CRT211): 1 Day
- Administration Essentials for Experienced Admins: 4.5 Hrs

#### Prep and Study
- Download the Certification Exam Guide: 30 Min
APP BUILDERS
PLATFORM APP BUILDER

The Salesforce Certified Platform App Builder credential is designed for those who can design, build, and implement custom apps using the declarative customization capabilities of the Force.com platform.

CERTIFICATION PATH

START

Learn at your own pace:
• Use our self-guided resources
• Join our Trailblazer Community
• Check out our Certification Trailmix

UNDERSTAND THE BASICS

SHARPEN YOUR SKILLS

Add to your skill set:
• Take Declarative Development for Platform App Builders (DEV402)
• Tap into these Trailhead and digital learning courses

PREP AND STUDY

Get ready for your exam:
• Take Certification Preparation for Platform App Builder (CRT402)
• Download our Certification Exam Guide
• Get our Preparation Cheat Sheets

GET CERTIFIED

Recommended Salesforce Experience: 3+ MONTHS
Time Commitment: 60-70 HRS

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:
• Designing the data model, user interface, business logic, and security for custom apps
• Customizing apps for mobile use
• Designing reports and dashboards
• Deploying custom apps

RELATED CERTIFICATIONS

Certified Administrator
Certified Advanced Administrator
Certified Platform App Builder

PREREQUISITE CERTIFICATIONS

None

APP BUILDER TRACK

Digital Learning Courses
Instructor-Led Classes
Trailhead

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The Salesforce Architect Journey is a framework to help you acquire expertise as you chart your way to Salesforce Domain Architect, and the coveted Salesforce Certified Technical Architect credentials. You progress by building your skills and knowledge in specific domains, accumulating specialized domain Salesforce certifications along the way. The framework is well-served by our library of robust, free, self-directed training guides, which are aligned to each certification.
Once all four prerequisites have been completed successfully, the Salesforce Certified Application Architect certification will be granted.

**OVERVIEW**

You should consider earning both your Salesforce Certified System Architect and Application Architect credentials. By earning these credentials, you’ll take a big step toward preparing to become a Salesforce Certified Technical Architect.

**CERTIFICATION PATH**

**START**

- Learn at your own pace:
  - Join our Trailblazer Community

**UNDERSTAND THE BASICS**

- Add to your skill set:
  - Use our self-directed training guides

**SHARPEN YOUR SKILLS**

- Get ready for your exam:
  - Download the Certification Exam Guide

**PREP AND STUDY**

**GET CERTIFIED**

**APPLICATION ARCHITECT**

The Salesforce Certified Application Architect credential is designed for those who have a deep understanding of native Salesforce features and functionality, as well as the ability to model a role hierarchy, data model, and appropriate sharing mechanisms.

**RELATED CERTIFICATIONS**

- Application Architect
- System Architect
- Technical Architect

**PREREQUISITE CERTIFICATIONS**

- Data Architecture and Management Designer
- Sharing and Visibility Designer
- Platform Developer I
- Platform App Builder

**RECOMMENDED Salesforce Experience**

- 5+ YEARS

**Time Commitment**

- 100+ HRS
Here are examples of the concepts you should understand to pass the exam:

- Awareness of platform-specific design patterns and key limits
- Understanding of large-data-volume considerations, risks, and mitigation strategies
- Understanding of LDV considerations with communities
- Able to design a data and sharing model that supports an LDV environment
- Understanding data-movement best practices in an LDV environment
- Understanding strategies to build an optimized and high-performing solution
DEVELOPMENT LIFECYCLE AND DEPLOYMENT DESIGNER
The Salesforce Certified Development Lifecycle and Deployment credential is designed for those who assess their architecture environment and requirements, and then implement management solutions on the Force.com platform that meet those requirements.

CERTIFICATION PATH

START

UNDERSTAND THE BASICS

Learn at your own pace:
- Use our self-guided resources
- Follow these Trailhead trails and Digital Learning courses
- Join our Trailblazer Community

SHARPEN YOUR SKILLS

Add to your skill set:
- Download the Free Development Lifecycle and Deployment Designer Resource Guide

PREP AND STUDY

Get ready for your exam:
- Download the Certification Exam Guide

GET CERTIFIED

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:
- Experience with project and development lifecycle methodologies
- Experience providing requirements traceability through the project’s lifecycle
- Awareness of Salesforce and third-party app development lifecycle tools
- Understanding test-plan design and evaluating effectiveness

RELATED CERTIFICATIONS

- Certified Integration Architecture Designer
- Certified Data Architecture and Management Designer
- Certified Development Lifecycle and Deployment Designer

PREREQUISITE CERTIFICATIONS

None
IDENTITY AND ACCESS MANAGEMENT DESIGNER

The Salesforce Certified Identity and Access Management credential is designed for those who assess the architecture environment and requirements and design sound, scalable and high-performing solutions on the Force.com platform that meet the Single Sign-on (SSO) requirements.

CERTIFICATION PATH

START

• Understand configuration requirements of delegated authentication

UNDERSTAND THE BASICS

• Understanding SAML

• Awareness of when to use IDP initiated vs. service provider initiated

SHARPNED YOUR SKILLS

• Able to describe provisioning and de-provisioning related to SAML, OAuth, and OpenID Connect

• Understanding of how trust is established between an Identity Provider and a Service Provider

• Able to determine the general identity federation capabilities that are available for a given project

PREP AND STUDY

• Download the Free Identity and Access Management Designer Resource Guide

GET CERTIFIED

• Download the Certification Exam Guide

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:

• Understanding configuration requirements of delegated authentication

• Understanding SAML

• Awareness of when to use IDP initiated vs. service provider initiated

RELATED CERTIFICATIONS

Mobile Solutions Architecture Designer

Sharing and Visibility Designer

Identity and Access Management Designer

PREREQUISITE CERTIFICATIONS

None

ARCHITECT TRACK
INTEGRATION ARCHITECTURE DESIGNER

The Salesforce Certified Integration Architecture credential is designed for those who assess the architecture environment to design sound and scalable technical solutions on the Force.com platform that meet end-to-end integration requirements.

CERTIFICATION PATH

START

UNDERSTAND THE BASICS

Learn at your own pace:
• Use our self-guided resources
• Join our Trailblazer Community

SHARPEND YOUR SKILLS

Add to your skill set:
• Download the Free Integration Architecture Designer Resource Guide
• Data Integration Specialist Superbadge

PREP AND STUDY

Get ready for your exam:
• Download the Certification Exam Guide

GET CERTIFIED

Here are examples of the concepts you should understand to pass the exam:
• Experience holding a technical architect role on multiple complex deployments or equivalent knowledge through participation and exposure to these types of projects
• Thorough understanding of web services in general and SOAP and REST specifically, understanding of the basic workings of HTTP/S
• Understanding the different Force.com APIs and able to design solutions using the appropriate API
• Understanding data migration considerations, design trade-offs, and common ETL tools
• Experience with common integration patterns used on the Force.com platform
• Understanding patterns and mechanisms to secure integrations such as TLS for HTTP

RELATED CERTIFICATIONS

Certified Development Lifecycle and Deployment Designer
Certified Data Architecture and Management Designer
Certified Integration Architecture Designer

PREREQUISITE CERTIFICATIONS

None

ARCHITECT TRACK
MOBILE SOLUTIONS ARCHITECTURE DESIGNER

The Salesforce Certified Mobile Solutions Architecture Designer credential is designed for those who assess the architecture environment and requirements and design and implement sound and scalable mobile solutions on the Force.com platform that meet those requirements.

CERTIFICATION PATH

START

UNDERSTAND THE BASICS

Learn at your own pace:
• Use our self-guided resources
• Join our Trailblazer Community

SHARPEN YOUR SKILLS

Add to your skill set:
• Download the Free Mobile Solutions Architecture Designer Resource Guide

PREP AND STUDY

Get ready for your exam:
• Download the Certification Exam Guide

GET CERTIFIED

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:
• Describing the differences between Salesforce1, Native, HTML5 and Hybrid mobile architectures
• Defining how a customer can choose between Salesforce1 solution and a Customer Mobile Solution
• Understanding the Salesforce1 app and its configuration and customization options
• Describing how mobile solution capabilities can be enhanced via connected devices (e.g., Wearables, iBeacons)
• Identifying key potential pain points in a mobile solution and the ability to recommend key mitigation strategies for each
• Understanding of the Salesforce Mobile SDK to leverage salesforce data, provide offline capabilities and perform push notifications

RELATED CERTIFICATIONS

• Identity and Access Management Designer
• Sharing and Visibility Designer
• Mobile Solutions Architecture Designer

PREREQUISITE CERTIFICATIONS

None
SHARING AND VISIBILITY DESIGNER

The Salesforce Certified Sharing and Visibility credential is designed for those who assess the architecture environment and requirements and design sound, scalable, and high-performing technical solutions on the Force.com platform that meet sharing and visibility requirements.

CERTIFICATION PATH

START

Learn at your own pace:
- Use our self-guided resources
- Join our Trailblazer Community

UNDERSTAND THE BASICS

SHARPEN YOUR SKILLS

Add to your skill set:
- Download the Free Sharing and Visibility Designer Resource Guide

PREP AND STUDY

Get ready for your exam:
- Download the Certification Exam Guide

GET CERTIFIED

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:
- Creation of criteria based and ownership based sharing rules
- Understanding of org wide defaults
- Able to describe the fundamental concepts around role hierarchy
- Articulate how Profile configuration impacts a security and sharing model
- Understanding of Apex Sharing is and when it should be used

RELATED CERTIFICATIONS

Identity and Access Management Designer
Mobile Solutions Architecture Designer
Sharing and Visibility Designer

PREREQUISITE CERTIFICATIONS

None
Once all four prerequisites have been completed successfully, the Salesforce Certified System Architect certification will be granted.

**OVERVIEW**

You should consider earning both your Salesforce Certified Application Architect and Application Architect credentials. By earning these credentials, you’ll take a big step toward preparing to become a Salesforce Certified Technical Architect.

**RELATED CERTIFICATIONS**

- System Architect
- Application Architect
- Technical Architect

**PREREQUISITE CERTIFICATIONS**

- Development Lifecycle and Deployment Designer
- Identity and Access Management Designer
- Integration Architecture Designer
- Platform Developer I
Here are examples of the concepts you should understand to pass the exam:

- Designing a technical architecture solution that may span multiple platforms and include integration and authentication across systems
- Articulating design considerations, trade-offs, benefits, and recommendations for a technical architecture
- Managing the development lifecycle to ensure the delivery of highly secure solutions that are optimized for performance and built to scale

The Salesforce Certified Technical Architect credential is designed for those with broad knowledge across multiple development platforms, drawing on their skills in assessing customer architecture to design secure, high-performance technical solutions on the Force.com platform.

EXAM OVERVIEW

- Recommended Salesforce Experience: 8+ YEARS
- Time Commitment: 200+ HRS

CERTIFICATION PATH

START

- Learn at your own pace:
  • Follow these Trailhead trails and Digital Learning courses
  • Join our Trailblazer Community

UNDERSTAND THE BASICS

- Add to your skill set:
  • Download the Free Resource Guides associated with the Related Certifications listed below

SHARPEN YOUR SKILLS

- Get ready for your exam:
  • Download the Certification Exam Guides

PREP AND STUDY

GET CERTIFIED

- Recommended Salesforce Experience: 8+ YEARS
- Time Commitment: 200+ HRS

RELATED CERTIFICATIONS

- Data Architecture and Management Design
- Development Lifecycle and Deployment Designer
- Identity and Access Management Designer
- Integration Architecture Designer
- Mobile Solutions Architecture Designer
- Platform App Builder
- Platform Developer I
- Sharing and Visibility Designer
- Application Architect
- System Architect
- Technical Architect

PREREQUISITE CERTIFICATIONS

- Application Architect
- System Architect
### Certified Integration Architecture Designer

**Understand the Basics**
- Integrating with the Force.com Platform
- Integration
- Integration Workbook
- Join our Trailblazer Community

**Sharpen Your Skills**
- Integration Architecture Designer Resource Guide
- Data Integration Specialist Superbadge

**Prep and Study**
- Download the Certification Exam Guide

### Certified Mobile Solutions Architecture Designer

**Understand the Basics**
- Architect Core Resources
  - App Cloud Mobile Overview
  - Lightning Experience Development
  - Join Our Trailblazer Community

**Sharpen Your Skills**
- Mobile Solutions Architecture Designer Resource Guide

**Prep and Study**
- Download the Certification Exam Guide

### Certified Sharing and Visibility Designer

**Understand the Basics**
- Architect Core Resources
  - Introducing SOAP API
  - Introducing Apex
  - Designing Record Access for Enterprise Scale
  - Sharing Architecture
  - Join Our Trailblazer Community

**Sharpen Your Skills**
- Sharing and Visibility Designer Resource Guide

**Prep and Study**
- Download the Certification Exam Guide
ARCHITECT RESOURCES

CERTIFIED APPLICATION ARCHITECT

UNDERSTAND THE BASICS
- Join Our Trailblazer Community

SHARPEN YOUR SKILLS
- Application Architect Resource Guide

PREP AND STUDY
- Download the Certification Exam Guide

CERTIFIED SYSTEM ARCHITECT

UNDERSTAND THE BASICS
- Join Our Trailblazer Community

SHARPEN YOUR SKILLS
- System Architect Resource Guide

PREP AND STUDY
- Download the Certification Exam Guide

CERTIFIED TECHNICAL ARCHITECT

UNDERSTAND THE BASICS
- Architect Core Resources
- Best Practices for Deployments with Large Data Volumes
- Integration Patterns and Practices

SHARPEN YOUR SKILLS
- Join Our Trailblazer Community

PREP AND STUDY
- Download the Salesforce Certified Technical Architect Exam Guide
- Download the Salesforce Certified Development Lifecycle and Deployment Designer Exam Guide
- Download the Salesforce Certified Integration Architecture Exam Guide
- Download the Salesforce Certified Identity and Access Management Designer Exam Guide
- Download the Salesforce Certified Sharing and Visibility Designer Exam Guide
- Download the Salesforce Certified Mobile Solutions Architecture Designer Exam Guide
COMMUNITY CLOUD CONSULTANT

The Salesforce Certified Community Cloud Consultant credential is designed for those who have experience implementing and consulting on the Salesforce Communities applications in a customer-facing role.

CERTIFICATION PATH

START
Learn at your own pace:
• Use our self-guided resources
• Join our Trailblazer Community

UNDERSTAND THE BASICS
Add to your skill set:
• Expand Your Reach with Communities
• Take Get Started with Communities (ADM271)

SHARPEN YOUR SKILLS
• Understanding how to customize navigation to given requirements in a template-based Community.
• Determining the steps to install and set up Lightning components.
• Understanding the steps to set up Community dashboards and insights.
• Explaining Community moderation features.

PREP AND STUDY
Get ready for your exam:
• Take Certification Preparation for Community Cloud Consultants (CRT271)
• Download the Certification Exam Guide

GET CERTIFIED

EXAM OVERVIEW
Here are some examples of the concepts you should understand to pass the exam:
• Describing how to set up a custom domain for a Community.
• Determining the steps to configure and set up Knowledge within a Community.

RELATED CERTIFICATIONS
Certified Marketing Cloud Consultant
Certified Community Cloud Consultant

PREREQUISITE CERTIFICATIONS
Certified Administrator
FIELD SERVICE LIGHTNING CONSULTANT

The Salesforce Certified Field Service Lightning credential is designed for individuals who have proven experience with the administration and configuration of a Salesforce application and is capable of consulting with customers on Field Service operations.

CERTIFICATION PATH

START

UNDERSTAND THE BASICS

Learn at your own pace:
• Use our self-guided resources
• Join our Trailblazer Community

SHARPN YOUR SKILLS

Add to your skill set:
• Take Implementing Field Service Lightning (FSL201)

PREP AND STUDY

Get ready for your exam:
• Download the Certification Exam Guide

GET CERTIFIED

EXAM OVERVIEW

Here are examples of the concepts you should understand to pass the exam:
• Determine how to build work order processes, parameters and templates
• Troubleshoot, escalate, and resolve cases based on field service scenarios
• Apply procedural concepts to setup entitlement process for work order objects
• Determine how to manage and track asset installation, movement, and/or decommission

RELATED CERTIFICATIONS

Certified Sales Cloud Consultant
Certified Community Cloud Consultant
Field Service Lightning Consultant

PREREQUISITE CERTIFICATIONS

Certified Administrator
Certified Service Cloud Consultant
MARKETING CLOUD CONSULTANT

The Salesforce Certified Marketing Cloud Consultant credential is designed for those who can set up and implement Salesforce Marketing Cloud Email app tools, providing solutions to execute both tactical and strategic email campaigns.

CERTIFICATION PATH

START
Learn at your own pace:
- Use our self-guided resources
- Join our Trailblazer Community

UNDERSTAND THE BASICS
Add to your skill set:
- Check out our Personalize Your Customer Journeys with Marketing Cloud
- Take Journey Builder 101 (JB101)
- Take Marketing Cloud Connect Essentials (MCC201)
- Take Marketing Cloud Implementation Workshop (MCI101)

SHARPN YOUR SKILLS

PREP AND STUDY
Get ready for your exam:
- Download the Certification Exam Guide

GET CERTIFIED

EXAM OVERVIEW
Here are some examples of the concepts you should understand to pass the exam:
- Incorporating different tools such as content areas, portfolio, segmentation, automation, tracking and analytics
- Configuring account setup and administration
- Defining and executing email-data interactions
- Making data-driven decisions to optimize customer solutions
- Troubleshooting and solving platform issues

RELATED CERTIFICATIONS
- Certified Marketing Cloud Email Specialist
- Certified Marketing Cloud Consultant

PREREQUISITE CERTIFICATIONS
- Certified Marketing Cloud Email Specialist

CONSULTANT TRACK
The Salesforce Certified Pardot Consultant credential is designed for those who have experience implementing Pardot in a customer-facing role, designing and implementing solutions that meet customers’ business requirements and contributing to their long-term success.

**EXAM OVERVIEW**

Here are some examples of the concepts you should understand to pass the exam:
- Managing users, prospects, and data
- Maintaining and customizing the Salesforce Integration
- Building emails, forms, and automation tools

**CERTIFICATION PATH**

**START**

- Learn at your own pace:
  - Tap into these digital learning courses
  - Join our Trailblazer Community

**UNDERSTAND THE BASICS**

- Add to your skill set:
  - Check out our self-guided resources and digital learning courses

**SHARPEN YOUR SKILLS**

- Get ready for your exam:
  - Take Certification Preparation for Pardot Consultant (CRT160)
  - Download the Certification Exam Guide

**PREP AND STUDY**

**GET CERTIFIED**

**RELATED CERTIFICATIONS**

- Certified Pardot Specialist
- Certified Pardot Consultant

**PREREQUISITE CERTIFICATIONS**

- Certified Pardot Specialist
SALES CLOUD CONSULTANT

The Salesforce Certified Sales Cloud Consultant credential is designed for those who have experience implementing Sales Cloud in a customer-facing role, successfully designing and implementing solutions that are maintainable and scalable.

CERTIFICATION PATH

START

Learn at your own pace:
• Use our self-guided resources
• Join our Trailblazer Community

UNDERSTAND THE BASICS

Add to your skill set:
• Take Sales Cloud Administration: Products, Quotes, Orders, and Collaborative Forecasts (ADM251)
• Use our self-guided resources

SHARPMEN YOUR SKILLS

PREP AND STUDY

Get ready for your exam:
• Take Certification Preparation for Sales Cloud Consultant (CRT251)
• Download the Certification Exam Guide

GET CERTIFIED

EXAM OVERVIEW

Here are some examples of the concepts you should understand to pass the exam:
• Designing Sales and Marketing solutions to meet business requirements
• Designing apps and interfaces that maximize user productivity
• Managing data and design analytics to track key Sales Cloud metrics

RELATED CERTIFICATIONS

Certified Service Cloud Consultant
Certified Sales Cloud Consultant

PREREQUISITE CERTIFICATIONS

Certified Administrator
Here are some examples of the concepts you should understand to pass the exam:

- Designing contact center solutions that make use of cases, knowledge base, and portals
- Designing interaction channels and building interfaces to maximize agent productivity
- Managing data and design analytics that track key industry metrics

EXAM OVERVIEW

- Tap into these Trailhead and Digital Learning courses
- Join our Trailblazer Community

SHARPN YOUR SKILLS

- Add to your skill set:
  - Take Service Cloud Administration (ADM261)
  - Use our self-guided resources

PREREQUISITE CERTIFICATIONS

- Certified Administrator
- Certified Service Cloud Consultant

CERTIFICATION PATH

START

- Learn at your own pace:
  - Tap into these Trailhead and Digital Learning courses
  - Join our Trailblazer Community

UNDERSTAND THE BASICS

- Add to your skill set:
  - Take Service Cloud Administration (ADM261)
  - Use our self-guided resources

SHARPN YOUR SKILLS

- Get ready for your exam:
  - Take Certification Preparation for Service Cloud Consultant (CRT261)
  - Download the Certification Exam Guide

PREP AND STUDY

- Related Certifications
  - Certified Sales Cloud Consultant
  - Certified Service Cloud Consultant

GET CERTIFIED

- Recommended Salesforce Experience: 2-5 years
- Time Commitment: 30-40 hrs

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| **CERTIFIED FIELD SERVICE LIGHTNING CONSULTANT** |
| **UNDERSTAND THE BASICS** |
| ★ Join Our Trailblazer Community |
| **SHARPEN YOUR SKILLS** |
| ▶ Implementing Field Service Lightning (FSL201) |
| **PREP AND STUDY** |
| ▶ Download the Certification Exam Guide |
| 3 days | 30 min |

| **CERTIFIED MARKETING CLOUD CONSULTANT** |
| **UNDERSTAND THE BASICS** |
| ★ Join Our Trailblazer Community |
| **SHARPEN YOUR SKILLS** |
| ▶ Personalize Your Customer Journeys with Marketing Cloud |
| ▶ Journey Builder 101 (JB101) |
| ▶ Marketing Cloud Connect Essentials (MCC201) |
| ▶ Marketing Cloud Implementation Workshop (MCI101) |
| **PREP AND STUDY** |
| ▶ Download the Certification Exam Guide |
| 2 hrs 55 mins | 3 days | 30 min |
CONSULTANT RESOURCES

CERTIFIED PARDOT CONSULTANT

UNDERSTAND THE BASICS

- Pardot: Overview
- Pardot: Administrative User
- Pardot: Managing Content
- Pardot: Lead Generation
- Pardot: Lead Qualification
- Pardot Permission-Based Marketing Policy
- Maintaining Compliance While Maintaining Lead Generation
- Introduction to Forms
- Getting Started with Email Authentication
- Salesforce Connector Introduction
- Filters Overview
- Prospect Audits Overview
- Form Reporting Overview
- Getting Started with the Salesforce Connector
- Handling Opportunities in Pardot
- Salesforce Campaigns Overview
- Getting Started with Email Flow
- Salesforce Connector Setup Guide
- The Complete Guide to Lead Nurturing
- Join Our Trailblazer Community

SHARPEN YOUR SKILLS

- Pardot: Automating Business Process
- Pardot: Connectors
- Tracking Opt-in by Country
- Submissions vs. Conversions
- Content Reporting
- Conversions Reporting
- Landing Page Reporting
- Prospect Lifecycle Reporting
- Individual Prospect Lifecycle Report Overview
- Advanced Email Analytics Overview
- Wistia Connector Overview
- Data.com Connector
- FullContact Social Profile Lookup Connector Overview
- Webex Connector Overview
- Why Can’t I Log In?
- Testing with Email Flow
- Email Reporting
- Automated Lead Scoring and Grading
- Pardot Campaigns vs. Salesforce Campaigns
- Automation Rules vs. Completion Actions
- Automation Rules vs. Segmentation Rules

PREP AND STUDY

- Certification Preparation for Pardot Consultant (CRT 160)
- Download the Certification Exam Guide

CONSULTANT TRACK

- Expert-Led Training
- Trailhead
- Digital Learning
- Video
- Reference Materials
- Communities
CONSULTANT RESOURCES

CERTIFIED SALES CLOUD CONSULTANT

UNDERSTAND THE BASICS
- Implementing Sales and Marketing
- Setting Up and Building Communities
- Setting Up Collaborative Forecasts
- Configuring Salesforce for Outlook
- Getting a Head Start with Chatter
- Getting Started with Data.com
- Getting Started with Work.com
- Using Salesforce 1
- Getting Started Using Sales Cloud
- Join Our Trailblazer Community

SHARPEN YOUR SKILLS
- Implementation Guide: Campaign Management
- Implementation Guide: Deploying Territory Management
- Implementation Guide: Implementing Person Accounts
- Implementation Guide: International Organizations: Using Multiple Currencies
- Decision Guide: Territory Management
- Sales Cloud Administration: Products, Quotes, Orders, and Collaborative Forecasts (ADM251)
- Sales Cloud Training For Sales Managers in Lightning Experience (SLX201)

PREP AND STUDY
- Certification Preparation for Sales Cloud Consultant (CRT251)
- Preparing for the Certified Sales Cloud Consultant Exam
- Download the Certification Exam Guide

CERTIFIED SERVICE CLOUD CONSULTANT

UNDERSTAND THE BASICS
- Implementing Case Management Across Channels
- Implementing Salesforce Knowledge
- Setting Up and Building Communities
- Getting Started using Service Cloud
- Service Cloud Basics
- Join Our Trailblazer Community

SHARPEN YOUR SKILLS
- Keep Customers Happy with Service Cloud
- Service Cloud Administration (ADM261)
- Administration Essentials for the Service Cloud

PREP AND STUDY
- Certification Preparation for Service Cloud Consultant (CRT261)
- Preparing for the Certified Service Cloud Consultant Exam
- Download the Certification Exam Guide
DEVELOPERS
COMMERCe CLOUD DIGITAL DEVELOPER
The Salesforce Certified Commerce Cloud Digital Developer credential is designed for those who have knowledge and skills in using Commerce Cloud to develop an eCommerce solution.

CERTIFICATION PATH

START
Learn at your own pace:
• Join our Trailblazer Community
• An Xchange Community username and password is needed to access the Exchange Community. To obtain access to the Xchange Community, please contact your Commerce Cloud Account Manager.

UNDERSTAND THE BASICS

SHARPEN YOUR SKILLS
Add to your skill set:
• Take Getting Started with Demandware (GEN 001)
• Take Demandware Platform Architecture Overview (DEV 001)
• Take Developing for Digital I (DEV 101)
• Take Developing for Digital II (DEV 201)

PREP AND STUDY
Get ready for your exam:
• Download the Certification Exam Guide

GET CERTIFIED

EXAM OVERVIEW
Here are examples of the concepts you should understand to pass the exam:
• Troubleshoot file synchronization issues between UX Studio and the sandbox environment
• Work with the product data model to manage products, their categorization, and associated inventory
• Modify site search preferences and settings to enable searching for a specified product attribute
• Create a custom object type to store a custom data type

RELATED CERTIFICATIONS
• Commerce Cloud Digital Developer
• Certified Platform Developer I
• Certified Platform Developer II

PREREQUISITE CERTIFICATIONS
None
The Salesforce Certified Platform Developer I credential is designed for those who have knowledge, skills, and experience building custom declarative and programmatic apps on the Force.com platform.

Here are examples of the concepts you should understand to pass the exam:

- Design the data model, user interface, business logic, and security for custom apps
- Customizing apps for mobile use
- Designing reports and dashboards
- Deploying custom apps

### RELATED CERTIFICATIONS
- Certified Platform Developer I
- Certified Platform Developer II
- Commerce Cloud Digital Developer

### PREREQUISITE CERTIFICATIONS
- None
The Salesforce Certified Platform Developer II credential is designed for those with advanced skills and knowledge in the programmatic capabilities of the Force.com platform and data-modeling practices.

**Related Certifications**

- Certified Platform Developer I
- Certified Platform Developer II
- Commerce Cloud Digital Developer

**Exam Overview**

Here are examples of the concepts you should understand to pass the exam:

- Designing, developing, testing, and deploying programmatic solutions that are maintainable and re-usable
- Following Apex design patterns and object-oriented programming best practices

**Get Certified**

- Get ready for your exam:
  - Download the [Certification Exam Guide](#)
  - Get our [Preparation Cheat Sheets](#)

**Certification Path**

- **Start**: Learn at your own pace:
  - Use our [self-guided resources](#)
  - Tap into these [Trailhead and Digital Learning courses](#)
  - Check out our [Certification Trailmix](#)
  - Join our [Trailblazer Community](#)

- **Understand the Basics**

- **Sharpen Your Skills**
  - Add to your skill set:
    - Tap into these [Trailhead and Digital Learning courses](#)

- **Prep and Study**

- **Get Certified**
# Certified Commerce Cloud Digital Developer

## Understand the Basics
- Join Our Trailblazer Community
- An Xchange Community username and password is needed to access the Exchange Community.
- To obtain access to the Exchange Community, please contact your Commerce Cloud Account Manager.

## Sharpen Your Skills
- Getting Started with Demandware (GEN001) - 3 days
- Demandware Platform Architecture Overview (DEV001) - 3 days
- Developing for Digital I (DEV101) - 5 days
- Developing for Digital II (DEV201) - 5 days

## Prep and Study
- Download the Certification Exam Guide - 30 min

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# Certified Platform Developer I

## Understand the Basics
- Certification Trailmix
- Guide to Limits
- Order of Execution of a Save
- Development Lifecycle management
- Get Started with Visualforce

## Sharpen Your Skills
- Programmatic Development Using Apex and Visualforce (DEV450) - 5 days
- Build a Conference Management App - 3.7 hrs
- Build a Visualforce App - 50 min
- Apex - 5.75 hrs

## Prep and Study
- Certification Preparation for Platform Developer I (CRT650) - 1 day
- Cheat Sheet: Apex Code - 15 min
- Cheat Sheet: Visualforce - 10 min
- Download the Certification Exam Guide - 30 min
- Creating Lightning Components - 1 hr
- Visualforce Controllers - 2 hrs
## Developer Resources

### Certified Platform Developer II

#### Understand the Basics
- [Certification Trailmix](#) 61 hrs
- [Compound Fields](#) 1.5 min
- [A Guide to Sharing Architecture](#) 36 min
- [Visualforce Performance](#) 1 min
- [Best Practices for Deployments](#) 1.5 min
- [with Large Data Volumes](#)
- [Order of Execution of a Save](#) 6 min
- [Integrating with SOAP API](#) 1 hr
- [Introduction to the REST API](#) 45 min

#### Sharpen Your Skills
- [Lightning App with SLDS](#)
- [Visualforce with SLDS](#)
- [Build a Geolocation App](#)
- [Build a Conference Management App](#)

#### Prep and Study
- [Cheat Sheet: Lightning UI](#) 50 min
- [Cheat Sheet: Rest API](#) 50 min
- [Cheat Sheet: Soap API](#) 1.2 hrs
- [Cheat Sheet: Security for Developers](#) 3.6 hrs
- [Cheat Sheet: Search and Query Optimization](#) 61 hrs
- [Download the Certification Exam Guide](#) 10 min

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**Expert-Led Training** | **Trailhead** | **Digital Learning** | **Video** | **Reference Materials** | **Communities**
The Salesforce Certified CPQ Specialist credential is designed for individuals who have experience implementing the Salesforce CPQ solution.

**CERTIFICATION PATH**

- **START**
  - **UNDERSTAND THE BASICS**
    - Learn at your own pace:
      - Tap into these digital learning courses.
      - Join our Trailblazer Community.
  - **SHARPEN YOUR SKILLS**
    - Add to your skill set:
      - Take Salesforce CPQ Admin Essentials for New Administrators (CPQ201).
      - Take Salesforce CPQ Admin Essentials for Experienced Administrators (CPQ211).
  - **PREP AND STUDY**
    - Get ready for your exam:
      - Download the Certification Exam Guide.
      - Review Knowledge Base Study Materials.
  - **GET CERTIFIED**

**EXAM OVERVIEW**

Here are examples of the concepts you should understand to pass the exam:

- Build solutions to support business process
- Troubleshoot and solve basic platform issues
- Generate renewal and amendment quotes
- Configure user permissions, record types, and page layouts

**RELATED CERTIFICATIONS**

- CPQ Specialist
- Marketing Cloud Email Specialist
- Pardot Specialist

**PREREQUISITES:**

- None
The Salesforce Certified Marketing Cloud Email Specialist credential is designed for those who can demonstrate knowledge, skills, and experience in email marketing best practices—including message design, subscriber and data management, inbox delivery, and external integrations.

Here are examples of the concepts you should understand to pass the exam:

- Building relational data models
- Sending emails via Email app sending methods
- Building complex email automations
- Running reports of email-tracking data
- Troubleshooting and solving basic platform issues
- Having a general knowledge of email marketing terminology and best practices

Add to your skill set:

- Personalize Your Customer Journeys with Marketing Cloud
- Take Essentials for Marketing Cloud Email Marketers (EEB101)
- Take Content Builder Essentials for the Digital Marketer (EML101)

Get ready for your exam:

- Download the Certification Exam Guide

Recommended Salesforce Experience: 6-12 MONTHS
Time Commitment: 15-25 HRS

Add to your skill set:

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- Take Essentials for Marketing Cloud Email Marketers (EEB101)
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Get ready for your exam:

- Download the Certification Exam Guide

Recommended Salesforce Experience: 6-12 MONTHS
Time Commitment: 15-25 HRS

Add to your skill set:

- Personalize Your Customer Journeys with Marketing Cloud
- Take Essentials for Marketing Cloud Email Marketers (EEB101)
- Take Content Builder Essentials for the Digital Marketer (EML101)

Get ready for your exam:

- Download the Certification Exam Guide

Recommended Salesforce Experience: 6-12 MONTHS
Time Commitment: 15-25 HRS

Add to your skill set:

- Personalize Your Customer Journeys with Marketing Cloud
- Take Essentials for Marketing Cloud Email Marketers (EEB101)
- Take Content Builder Essentials for the Digital Marketer (EML101)

Get ready for your exam:

- Download the Certification Exam Guide

Recommended Salesforce Experience: 6-12 MONTHS
Time Commitment: 15-25 HRS
The Salesforce Certified Marketing Cloud Social Specialist credential is designed for those who can demonstrate knowledge, skills, and experience using the components of Social Studio for post creation, management and analysis of conversations, and reporting.

**Certified Marketing Cloud Social Specialist**

**Certified Marketing Cloud Email Specialist**

**Certified Marketing Cloud Social Specialist**

**Prerequisites:**

- None

**Exam Overview:**

Here are examples of the concepts you should understand to pass the exam:

- Building strategic social media processes, incorporating different tools like Publish, Engage, and Analyze
- Designing workflows to support business processes and reporting requirements
- Troubleshooting and solving basic platform issues
- Having a general knowledge of social media terminology

**Recommended Salesforce Experience:** 6-12 months

**Time Commitment:** 10-20 hrs

**Certification Exam Guide**

**Digital Learning Courses**

**Instructor-Led Classes**

**Trailhead**

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**Certification Path**

**Start**

- Learn at your own pace:
  - Tap into these [digital learning courses](#)
  - Join our [Trailblazer Community](#)

**Understand the Basics**

- Add to your skill set:
  - Take [Social Studio 101 (SS101)](#)
  - Personalize Your Customer Journeys with Marketing Cloud

**Sharpen Your Skills**

**Prep and Study**

- Get ready for your exam:
  - Download the [Certification Exam Guide](#)

**Get Certified**

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**Related Certifications**

- Certified Marketing Cloud Email Specialist
- Certified Marketing Cloud Social Specialist
**PARDOT SPECIALIST**

The Salesforce Certified Pardot Specialist credential is designed for those who can demonstrate skills and knowledge in designing, building, and implementing marketing workflows through the Pardot platform.

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**CERTIFICATION PATH**

1. **START**
   - Learn at your own pace:
     - Tap into these digital learning courses
     - Join our Trailblazer Community

2. **UNDERSTAND THE BASICS**
   - Add to your skill set:
     - Tap into these digital learning courses

3. **SHARPEN YOUR SKILLS**
   - Get ready for your exam:
     - Take Certification Preparation for Pardot Specialist (CRT150)
     - Download the Certification Exam Guide

4. **PREP AND STUDY**
   - Certified Pardot Specialist
   - Certified Pardot Consultant

5. **GET CERTIFIED**

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**EXAM OVERVIEW**

Here are examples of the concepts you should understand to pass the exam:

- Designing workflows to support business process and reporting requirements
- Being familiar with native integrations and the options available to deploy connectors and manage those processes
- Building marketing assets like email templates and forms
- Troubleshooting and solving basic platform issues

**RELATED CERTIFICATIONS**

- Certified Pardot Specialist
- Certified Pardot Consultant

**PREREQUISITES:**

None
SPECIALIST RESOURCES

CERTIFIED CPQ SPECIALIST

UNDERSTAND THE BASICS
- Join Our Trailblazer Community

SHARPNEN YOUR SKILLS
- Salesforce CPQ Admin Essentials for New Administrators (CPQ201)
- Salesforce CPQ Admin Essentials for Experienced Administrators (CPQ211)

PREP AND STUDY
- Download the Certification Exam Guide
- Review Knowledge Base Study Materials

CERTIFIED MARKETING CLOUD EMAIL SPECIALIST

UNDERSTAND THE BASICS
- Paste Plain Text and HTML into Content Area Boxes
- Email: Send Classifications
- Email Approvals
- Email: Dynamic Content
- Drag-and-Drop Segmentation for Data Extensions
- Automation 101: Getting Started with Automation Studio
- Email Automation: Triggered Emails
- Reports 101
- Join Our Trailblazer Community

SHARPNEN YOUR SKILLS
- Personalize Your Customer Journeys with Marketing Cloud
- Essentials for Marketing Cloud Email Marketers (EEB101)
- Content Builder Essentials for the Digital Marketer (EML101)
- Marketing Cloud Connect Essentials (MCC201)

PREP AND STUDY
- Download the Certification Exam Guide

CERTIFIED MARKETING CLOUD SOCIAL SPECIALIST

UNDERSTAND THE BASICS
- Social Studio 101
- Join Our Trailblazer Community

SHARPNEN YOUR SKILLS
- Personalize Your Customer Journeys with Marketing Cloud
- Social Studio 101 (SS101)

PREP AND STUDY
- Download the Certification Exam Guide

PREP AND STUDY
- Download the Certification Exam Guide
### CERTIFIED PARDOT SPECIALIST

<table>
<thead>
<tr>
<th>UNDERSTAND THE BASICS</th>
<th>SHARPEN YOUR SKILLS</th>
<th>PREP AND STUDY</th>
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<tr>
<td><strong>Pardot: Overview</strong></td>
<td><strong>Pardot: Lead Generation</strong></td>
<td><strong>Certification Preparation for Pardot Specialist (CRT150)</strong></td>
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<td>1.4 hrs</td>
<td>1.8 hrs</td>
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<td><strong>Pardot: Campaigns</strong></td>
<td><strong>Creating Forms</strong></td>
<td><strong>Download the Certification Exam Guide</strong></td>
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<td><strong>Pardot: Administrative User</strong></td>
<td><strong>Adding Form Fields</strong></td>
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<td><strong>Building with Email Flow</strong></td>
<td><strong>Styling Forms</strong></td>
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<td><strong>Email Preference Center</strong></td>
<td><strong>Adding Post Submission Actions</strong></td>
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<td><strong>Unsubscribe Page</strong></td>
<td><strong>Deploying Forms</strong></td>
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<td><strong>Testing Emails with A/B Testing</strong></td>
<td><strong>Progressive Profiling</strong></td>
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<td><strong>Sending with Email Flow</strong></td>
<td><strong>Creating Dependent Fields</strong></td>
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<td><strong>How Are Prospects Scored</strong></td>
<td><strong>Pardot: Automating Business Process</strong></td>
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<td><strong>Visitors Report</strong></td>
<td><strong>Pardot: Nurturing Campaigns</strong></td>
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<td><strong>How Does Pardot Track Activities?</strong></td>
<td><strong>Drip Program Overview</strong></td>
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<td><strong>How Are Prospects Converted From Visitors?</strong></td>
<td><strong>Drip Program Reports</strong></td>
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<td><strong>Reviewing Prospect Audits</strong></td>
<td><strong>Drip Program Sample Templates</strong></td>
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<td><strong>Filtered Activities in Pardot</strong></td>
<td><strong>Drip Program FAQ</strong></td>
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<td><strong>Performing a Prospect Audit</strong></td>
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<td><strong>Campaign Cohort Report</strong></td>
<td><strong>Handling Opportunities in Pardot</strong></td>
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<td><strong>Campaign Reports Summary</strong></td>
<td><strong>Set Pardot to Only Create Contacts in Salesforce</strong></td>
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<td><strong>What User Type Should I Select?</strong></td>
<td><strong>Salesforce Campaigns</strong></td>
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<td><strong>Grant Support Access to Account</strong></td>
<td><strong>Tracking Opt-Ins by Country</strong></td>
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<td><strong>Content Report</strong></td>
<td><strong>Conversion Report</strong></td>
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<td><strong>Creating Layout Templates for Landing Pages</strong></td>
<td><strong>Salesforce Connector Setup Guide</strong></td>
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<td><strong>Forms Report</strong></td>
<td><strong>Salesforce Connector Introduction</strong></td>
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### SPECIALIST RESOURCES

- **Digital Learning**
- **Expert-Led Training**
- **Reference Materials**
- **Trailhead**
- **Video**
- **Communities**
CERTIFIED PARDOT SPECIALIST Cont.

UNDERSTAND THE BASICS

- Form Troubleshooting and FAQ’s 20 min
- What’s the Difference Between a Submission and a Conversion? 2 min
- Prospect Actions 10 min
- Link Tracking in Emails 10 min
- Getting Started with Email Flow 10 min
- Reporting with Email Flow 15 min
- Lead Qualification Overview 1 min
- Introduction to Forms 1 min
- Testing with Email Flow 10 min
- Email Overview 1 min
- Email Tools 3 min
- Building a Great Email 2 min
- Getting Started with Email Authentication 1 min
- Pardot Permission Based Marketing Policy 1 min
- Join our Trailblazer Community

SHARPEN YOUR SKILLS

- Pardot Campaigns vs. Salesforce Campaigns 2 min
- Automation Rules vs. Completion Actions 2 min
- Automation Rules vs. Segmentation Rules 2 min
- Completion Actions vs. Dynamic Lists 2 min
GET STARTED ON YOUR SALESFORCE CERTIFICATION PATH.
SALESFORCE.COM/CERTIFICATION