

Salesforce 101 – 3 Great Resources to Help you get Started

The Salesforce ecosystem is a rich treasure trove of helpful resources and useful material that can benefit organizations in a myriad of different ways. The same ecosystem can also be overwhelming at times, due to the vast amount of information available, the ongoing addition of new products, and the complexity of some of the applications.

Salesforce It was started in 1999 as a new concept, Software-as-a-Service (SaaS), and has quickly grown to be the world's #1 CRM platform. That's a lot of ground to cover in 20 years. There is so much to learn on this constantly evolving platform, we thought we'd help simplify this process for you by recommending these three venues to advance your discovery process:



Trailhead

Trailhead is a gamified learning environment that provides users access to free knowledge and training that will help prepare them to use the platform. Users can gain badges and earn points as they make their way through the various trails.

Trailhead is continually growing, innovating and creating new learning trails, just like Salesforce. Trails, modules, and topics will introduce users to new concepts and provide further learning on areas that the user will see in their day-to-day. It is a fun learning environment meant to inspire users to expand their knowledge base while moving up in the ranks from Trailhead Scout to Trailhead Ranger.



Superbadges

Superbadges can be found within Trailhead and they provide a way for you to take concepts learned while making your way through trails and applying what you have learned to real business problems. Superbadges challenge users' skills, and knowledge while they build out Salesforce solutions aimed at solving the scenario described within the Superbadge.

To start working on a Superbadge you must first complete four modules. These modules will provide a solid foundation and framework for the Superbadge challenge. Once the Superbadge is unlocked you can begin. You will not be provided with specific instructions, rather you will be interpreting a business scenario. These Superbadges take time, anywhere from 8 – 16 hours depending on the topic and your skillset. They're so worth it though and

provide invaluable hands-on experience! You can even add them on to your LinkedIn or resume to demonstrate your skills.



myTrailhead

Salesforce has recently released myTrailhead which is a purchasable product that is similar to Trailhead and will allow companies to customize their learning and apply the company's brand. This allows you to create custom modules, trails and trailmixes that will be specifically tailored to your needs.

myTrailhead will enable you to build your knowledge while also tracking adoption. MyTrailhead is built on Salesforce and therefore it is effortlessly integrated with the platform. You can access reports and dashboards that will help you gain insight into how your users are using myTrailhead. You will be able to see how many badges, points, levels and skills users are gaining which can expose areas for awards or for improvement.

For even more great Salesforce Resources, don't miss out on these excellent new certification levels!:

New Certifications

Non-Profit Cloud Consultant - <https://trailhead.salesforce.com/credentials/nonprofitcloudconsultant>

Einstein Analytics and Discovery Consultant -
<https://trailhead.salesforce.com/credentials/einsteinanalyticsanddiscoveryconsultant>

Marketing Cloud Developer - <https://trailhead.salesforce.com/credentials/marketingcloudconsultant>

Some ***Canadian Salesforce Events*** that can't be missed:

[Banff Dreamin'](#) | June 14 | Banff, Canada

[True North Dreamin'](#) | July 11–12 | Ottawa, Canada

And of course:

[Dreamforce](#) | November 19 – 22 | San Francisco, CA