



# Salesforce Administrator Overview

6 months (20–30 hrs / week)

## What is Salesforce Administrator?

- Offers individuals the opportunity to acquire essential skills and knowledge in using Salesforce, a leading customer relationship management (CRM) tool.
- You will get prepared for careers in Salesforce Systems Administrator, Customer Relationship Manager, Business Analyst, and General Manager.

## Why Salesforce Administrator?

Salesforce Administration is crucial in today's industry because it is one of the world's most in-demand CRM tools, enabling businesses to effectively manage customer relationships, streamline operations, and leverage data-driven insights, ultimately driving revenue growth and customer satisfaction.

## Programme Objectives

- Ensure you're well-prepared with sought-after professional skills for the present-day digital workforce in the prestigious 3-month ALX Foundations course.
- Enable learners to attain a Salesforce Associate and Administrator Certifications, enhancing their credentials.
- Offer access to The ROOM Fellowship, a talent community with exclusive events, perks, rewards, and lifelong learning opportunities.

## What makes this programme unique?

### Global Relevance

Learners are taught to use a globally recognised and highly sought-after CRM tool, ensuring relevance and opportunities worldwide.

### Certification Opportunity

This programme was developed in partnership with Salesforce and offers a chance for learners to earn a Salesforce Associate and Salesforce Administrator Certifications to boost their credentials and employability.

### Staying Relevant

Pursuing a Salesforce qualification ensures that individuals stay up-to-date with the latest CRM technology and industry trends.

# Weekly Foundations Schedule

08 Weeks (20–30hrs / week)

## What is ALX Foundations?

- A career-readiness training module to kick-start your ALX learning journey before moving on to your chosen specialisation.
- Learn exceptional communication, teamwork, and leadership skills that make ALX graduates top picks in the job market.
- Be ready for a real-world career with soft skills that keep you ahead in the rapidly changing tech industry.

## 8 Key Meta Skills

1. **Leading Self**
2. **Leading Others**
3. **Communicating for Impact**
4. **Quantitative Reasoning**
5. **Entrepreneurial Thinking**
6. **Critical Thinking**
7. **Managing Complex Tasks**
8. **Tech Skills**

## Weekly Content

### Week 01

- Getting Started
- Daily 3
- Onboarding & Programme Overview
- The ROOM Fellowship
- Values & Community
- GCGOs for Africa

### Week 02

- Daily 3
- Karibu Lessons
- Values & Empathy
- Exploring African GCGOs
- Self Awareness & Emotional Intelligence
- Growth Mindset & Grit
- Self Regulation & Improvement
- Time Management

### Week 03

- Daily 3
- Habit Formation
- Goal Setting
- Defining Problems & User Stories
- Problem Solving
- Asking the Right Questions
- Research Methodology & Ethics

### Week 04

- Daily 3
- Goal Setting
- Communication for Impact
- Creating Presentations & Technical Writing
- Communication in Tech Teams
- Design Thinking
- Work Planning

### Week 05

- Daily 3
- Problem Definition
- Teamwork Best Practices
- Agile Technology Teams: Roles & Processes
- Research & Data Gathering
- Data Cleaning & Preparation
- Data Visualization
- Identifying Opportunities
- Generating Solutions
- Understanding the Market

### Week 06

- Daily 3
- Understanding the User
- User Interviews
- Wireframes & Prototype
- Human Centered Design

### Week 06 (Cont)

- Teamwork & Team Communication
- Conflict Management & Negotiation

### Week 07

- Daily 3
- Improving on Your Solution
- Product Requirements
- Design Handover Process
- Pitch Preparation
- Powerful Presentations
- Identifying Opportunities
- Personal Brand & Bio
- Career Skills

### Week 08

- Daily 3 Reflection & Commitment
- Elevator Pitch
- Exploring Tech Tracks
- Resume Writing
- LinkedIn Profiles
- Cover Letters
- Interview Skills

# Weekly Specialisation Schedule

- **Mondays & Tuesdays:** Instructor-led lecture sessions
- **Tuesdays:** Office Hours
- **Wednesday - Friday:** Playback Sessions. Led by Technical mentors. Learners are divided in groups and each group has a weekly scheduled date and time for their session.
- **Monday - Friday:** Self-paced learning on Trailhead

## Weekly Content

**Week 01** - Introduction to Salesforce

**Week 02** - Navigation and objects

**Week 03** - Data Model

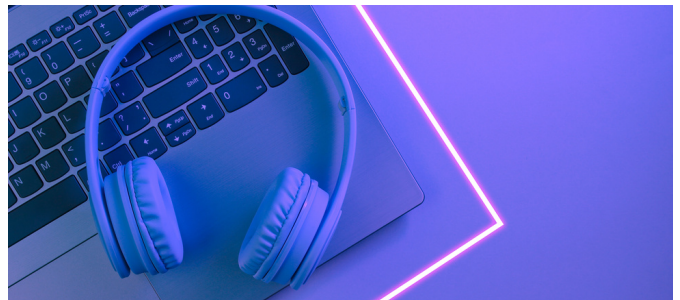
**Week 04** - Analytics Foundation & Associate Exam Preparation

**Week 05** - Catchup Week & Associate Exam

**Week 06** - Recess Week

**Week 07** - Company Settings & Permissions

**Week 08** - Security Model



**Week 09** - Customising Salesforce

**Week 10** - Catchup Week

**Week 11** - Managing Sandboxes and Data

**Week 12** - Automating Salesforce

**Week 13** - Creating Flows

**Week 14** - Reporting & Additional Applications

**Week 15** - Exam Preparation & Finale

