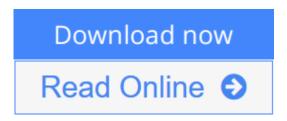# Salesforce Certified Sales Consultant: Exam Preparation Study Guide & Workbook (SPCON-102)

By Steve Wasula, Stony Point

Salesforce Certified Sales Consultant: Exam Preparation Study Guide & Workbook (SPCON-102) By Steve Wasula, Stony Point

NOT A STAND ALONE STUDY GUIDE. This book is designed to accompany the Salesforce Certified Sales Consultant Exam Preparation class offered by Stony Point. A student in this class will learn how to be a Salesforce Sales Cloud Consultant. This book should only be purchased by students who will be attending class. This in person, three day class is delivered by a senior instructor with many years of real world consulting experience and is specifically designed to prepare consultants to pass the Salesforce Certified Consultant Exam. The instructor will cover all the key sales automation concepts within Salesforce in addition to sharing real world experiences and best practices. This book and the class present a broad range of topics cover just about everything on which a student will be tested. These topics include but are not limited to: Software Development Lifecycles, project management strategies, the Force.com architecture, the model, view, controller design pattern, and typical salesforce automation goals. There is in depth coverage of system security topics such as: Users, Licenses, Profiles, Field Level Security, Permission Sets, Delegated Administration, Record Security, Organization Wide Defaults, Role Hierarchy & Roles, Sharing Rules, Account Teams, Sales Teams, Territory Management & Queues. The object model related to sales force automation is thoroughly covered as well with sections on: Accounts, Contacts & Person Accounts, Opportunities, Products & Price Books, Quotes, Forecasting, Assets, Contracts, Leads and Campaigns. Finally, topics concerning integration, success metrics, analytics and best practices will be explored. As a participant in the class, each student will be given a practice learning environment to use during hands-on exercises during the class. The student will be able to use this learning environment indefinitely after the class without any additional fee. Stony Point is a leading provider of Salesforce training for sales people, customer service personnel, marketers, system administrators, developers and consultants. Stony Point delivers public and private classes virtually and in-person at locations throughout the world. Please visit www.stonyp.com for more information on the classes and services offered.

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Editorial Review

About the Author
Steve Wasula is an expert in Salesforce and Force.com and currently serves as CEO of Stony Point, a leading provider of training to Salesforce users, administrators, developers and consultants. Mr. Wasula develops and delivers classes to end users, administrators, software developers and consultants on the proper utilization of Salesforce. In addition, Mr. Wasula provides high level, strategic advice to large organizations investing in the Force.com platform.

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