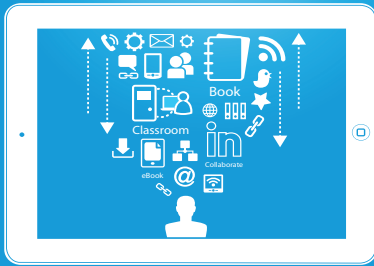# CRM Curriculum

The CRM market is forecasted to grow **32%** over the next two years.
Forbes June 2013

What are your training plans?

Logical Operations CHOICE CRM Library:

SALESFORCE
- *Salesforce.com for Sales Representatives (1-Day Course Available Now)*
- *Salesforce.com: Administrator (5-Day Course Available Now)*

INSIGHTLY
- *Insightly for End-Users (1-Day Course Available Now)*

ZOHO
- *Zoho CRM: Critical User Skills (1-Day Course Available Now)*
- *Zoho CRM: Critical Administrator Skills (2-Day Course Available Now)*

The Customer Relationship Management (CRM) market is an established channel that is growing exponentially, yet still remains under-served from a training perspective. With 2 MILLION Salesforce subscribers worldwide in 2013 and 8 MILLION Salesforce subscribers expected by 2017 - professionals are in need of a *comprehensive* and *affordable* CRM training solution.

Logical Operations is filling that training gap with our expert-facilitated CRM courseware library that is designed to keep learners engaged throughout the entire training session. Our collection of CRM curriculum includes courseware to support:
- **Salesforce.com**: The world's number one CRM for enterprise-level businesses
- **Insightly**: A leading CRM provider for small businesses
- **Zoho:** A CRM system from the leading cloud-based business application provider

CHOICE: Redefining the Modern Classroom

All of our CRM curriculum is delivered through our CHOICE platform, giving students direct access to powerful pre, during, and post-class digital learning. Logical Operations' expert-facilitated curriculum offers a rigorous learning experience that goes beyond the classroom, giving professionals the on-the-job support they need to be successful.

Salesforce.com

Building strong relationships with customers is the key to sales success. Salesforce is a powerful tool that enables professionals to manage customer relationships more effectively and efficiently—resulting in greater sales to new and existing customers.

Salesforce.com Certification

The Salesforce.com: Administrator 5-day course maps directly to the Salesforce.com Certified Administrator Exam. This exam includes 60 multiple-choice questions that need to be completed within 90 minutes. Concepts covered in the exam include:

- Managing users, data, and security.
- Maintaining and customizing cloud applications.
- Building reports, dashboards, and workflow.

choice
is Logical

More About our Salesforce.com Curriculum >

SALESFORCE.COM FOR SALES REPRESENTATIVES [1-Day Course Available Now]

- **About:** This course will give Sales Representatives the knowledge and skills they need to use Salesforce in the real world—ultimately enabling sales professionals to meet and exceed their sales targets.

- **Target Student:** Students taking this course are sales representatives who are managing their sales territories, with the goal of converting sales leads into sales opportunities and sales opportunities into closed sales. Students may be selling products or services. Students may or may not be familiar with other customer relationship management (CRM) systems and may be new to Salesforce CRM™.

- **Technical Requirements:** For this course, you will need one computer for each student and one for the instructor. Salesforce CRM is an online application that can run on almost any computer. Internet access is required.

SALESFORCE.COM: ADMINISTRATOR [5-Day Course Available Now]

- **About:** This course is designed to help Salesforce.com System Administrators fulfill the typical responsibilities expected for both the implementation of a new org and for the maintenance and improvement of an existing org.

- **Target Student:** The target student is often an existing Sales, Administrative, or Operations support employee, an employee in the IT department who is given the additional responsibilities of Salesforce.com system administration, or an external consultant who has been engaged to provide administrative support for an organization.

- **Technical Requirements:** For this course, you will need one computer for each student and one for the instructor. Salesforce CRM is an online application that can run on almost any computer. Internet access is required.

Logical Operations™