

Salesforce Certified Administrator

Configure, secure and automate Salesforce for real business teams — and prepare for the Administrator exam.

DURATION

5 days · 40 hours

LEVEL

Beginner

CURRICULUM

14 modules · 8 labs

DELIVERYLive online, Onsite,
Corporate

Course overview

Salesforce administrators turn a powerful platform into a system that sales, service and operations teams can actually use. The role is in demand across India and the Gulf, and the Administrator certification is the usual starting point. This five-day course teaches the job hands-on in your own Salesforce org.

Day one covers organisation setup, the user interface, users, licences and the security model — profiles, permission sets, roles, sharing rules and field-level security. Day two focuses on the data model: standard and custom objects, fields, relationships, record types, page layouts, Lightning App Builder and importing and managing data.

Day three configures sales and marketing processes — leads, opportunities, products, price books, campaigns — and service processes such as cases, queues, assignment and escalation rules, and knowledge. Day four is dedicated to automation with Flow, approval processes and validation rules, plus productivity and collaboration features.

Day five covers reports, dashboards and data quality, followed by an exam readiness session with scenario-based practice questions.

This course is aligned to the Salesforce Certified Platform Administrator (ADM) exam. Ace Skills is not a Salesforce partner and does not use official courseware. Please confirm the current exam guide on Trailhead before booking.

Highlights

- 40 hours of live, trainer-led sessions
- Hands-on labs in your own Salesforce org
- Security model, data model and Flow automation
- Sales Cloud and Service Cloud configuration
- Practice questions with review

What's included

- Personal Salesforce Developer Edition org
- Security model labs with real scenarios
- Custom objects, relationships and layouts
- Flow automation from simple to multi-step
- Reports and dashboards for managers
- Scenario-based practice questions
- Course completion certificate from Ace Skills Consulting
- Post-training doubt support

Who this course is for

Who should attend

- New or aspiring Salesforce administrators
- Business analysts working with Salesforce
- Sales and service operations staff
- IT professionals moving into CRM roles
- Graduates seeking a Salesforce career

Prerequisites

- Comfort using business web applications
- Basic understanding of sales or service processes
- No programming required

Detailed curriculum — 5 days, 40 hours, 14 modules, 8 hands-on labs

Day 1 Setup, Users and Security

8 hours

1.1 Salesforce platform basics

- CRM concepts
- Lightning Experience navigation
- Orgs, editions and licences
- Company settings, fiscal years and currencies

1.2 Users

- Creating and managing users
- Delegated administration
- Login access and policies

1.3 Security model

- Profiles and permission sets
- Organisation-wide defaults
- Sharing rules and manual sharing
- Permission set groups
- Role hierarchy
- Field-level security

LAB Design and test a sharing model for a sales team · 60 min

Day 2 Data Model and User Interface

8 hours

2.1 Objects and fields

- Standard and custom objects
- Roll-up summaries
- Schema Builder
- Field types and formula fields
- Lookup and master-detail relationships

LAB Build a custom object model for a training business · 50 min

2.2 User interface

- Record types
- Lightning App Builder
- Custom apps and tabs
- Page layouts and compact layouts
- Dynamic forms

LAB Build a Lightning app with dynamic pages · 40 min

2.3 Data management

- Data Import Wizard and Data Loader
- Data backup and export
- Duplicate and matching rules
- Mass transfer and delete

Day 3 Sales and Service Applications

8 hours

3.1 Sales and marketing

- Leads and lead conversion
- Products and price books
- Forecasting
- Accounts, contacts and opportunities
- Campaigns

LAB Configure a lead-to-opportunity process · 45 min

3.2 Service and support

- Cases and case lifecycle
- Escalation and auto-response rules
- Service channels overview
- Queues and assignment rules
- Knowledge

LAB Set up case routing and escalation · 45 min

3.3 Productivity and collaboration

- Activities and calendars
- Email templates
- AppExchange
- Chatter and groups
- Salesforce mobile app

Day 4 Automation

8 hours

4.1 Validation and approvals

- Validation rules
- Approval processes

LAB Add validation rules and a discount approval · 40 min

4.2 Flow

- Record-triggered flows
- Scheduled flows
- Choosing the right automation tool
- Screen flows
- Flow debugging

LAB Automate onboarding with record-triggered and screen flows · 70 min

4.3 Change management

- Sandboxes
- Release planning
- Change sets

Day 5 Analytics and Exam Readiness

8 hours

5.1 Reports and dashboards

- Report types
- Filters and bucket fields
- Report sharing
- Summary, matrix and joined reports
- Dashboards and dynamic dashboards

LAB Build a sales manager dashboard · 50 min

5.2 Exam readiness

- Exam guide review
- Practice questions with review
- Scenario question technique

Skills and tools

Skills you will build

Salesforce administration

Security & sharing

Profiles & permission sets

Data modelling

Lightning App Builder

Data Loader

Sales Cloud

Service Cloud

Flow

Validation rules

Approval processes

Reports & dashboards

Tools used in class

Salesforce Lightning Experience

Flow Builder

Lightning App Builder

Data Loader

Trailhead

Certification exam

This course is aligned to the exam below and prepares you for it. The exam itself is booked and taken with the vendor.

Exam	Salesforce Certified Platform Administrator
Exam code	ADM
Official page	https://trailhead.salesforce.com/credentials/administrator

Exam skill areas covered
Salesforce administration, Security & sharing, Profiles & permission sets, Lightning App Builder, Service Cloud, Flow, Validation rules, Approval processes, Reports & dashboards

Exam details are pending verification. Confirm the current exam code, format and fee on the official vendor page before booking.

Frequently asked questions

Do I need coding skills?

No. Salesforce administration is configuration-based; coding is covered in our Platform Developer I course.

Will I have a Salesforce environment?

Yes. You use a free Developer Edition org, which you keep for practice after the course.

Is this an official Salesforce course?

No. It is an independent Ace Skills course aligned to the Administrator exam guide.

How do I keep the certification current?

Salesforce requires periodic maintenance modules on Trailhead; check your Trailhead account for current requirements.

Book a batch or talk to an advisor

Course page: aceskillsconsulting.com/course/adm-salesforce-certified-administrator · Email: info@aceskillsconsulting.com

Chennai office

Guindy, Chennai, Tamil Nadu

Delhi office

B-95, Old Post Office Street, Shakarpur

New Delhi 110092

Office: 98180 12523

Salesforce is a trademark of Salesforce, Inc. All product names, logos, brands, trademarks and registered trademarks are the property of their respective owners. Ace Skills Consulting is an independent training provider; unless explicitly stated, it is not affiliated with, endorsed by or sponsored by any vendor mentioned on this site. Exam details are provided for guidance and may change — always confirm on the vendor's official website. Curriculum generated on 23 Oct 2026; topics and order may be adjusted by the trainer to suit each batch.