



IEEE Computer Society
Hyderabad Chapter IEEE
Hyderabad Section

**Report on
Webinar on
“Sales Force Overview”
by
Mr. Balaji Malemarpuram**

Hyderabad Chapter Office Bearers

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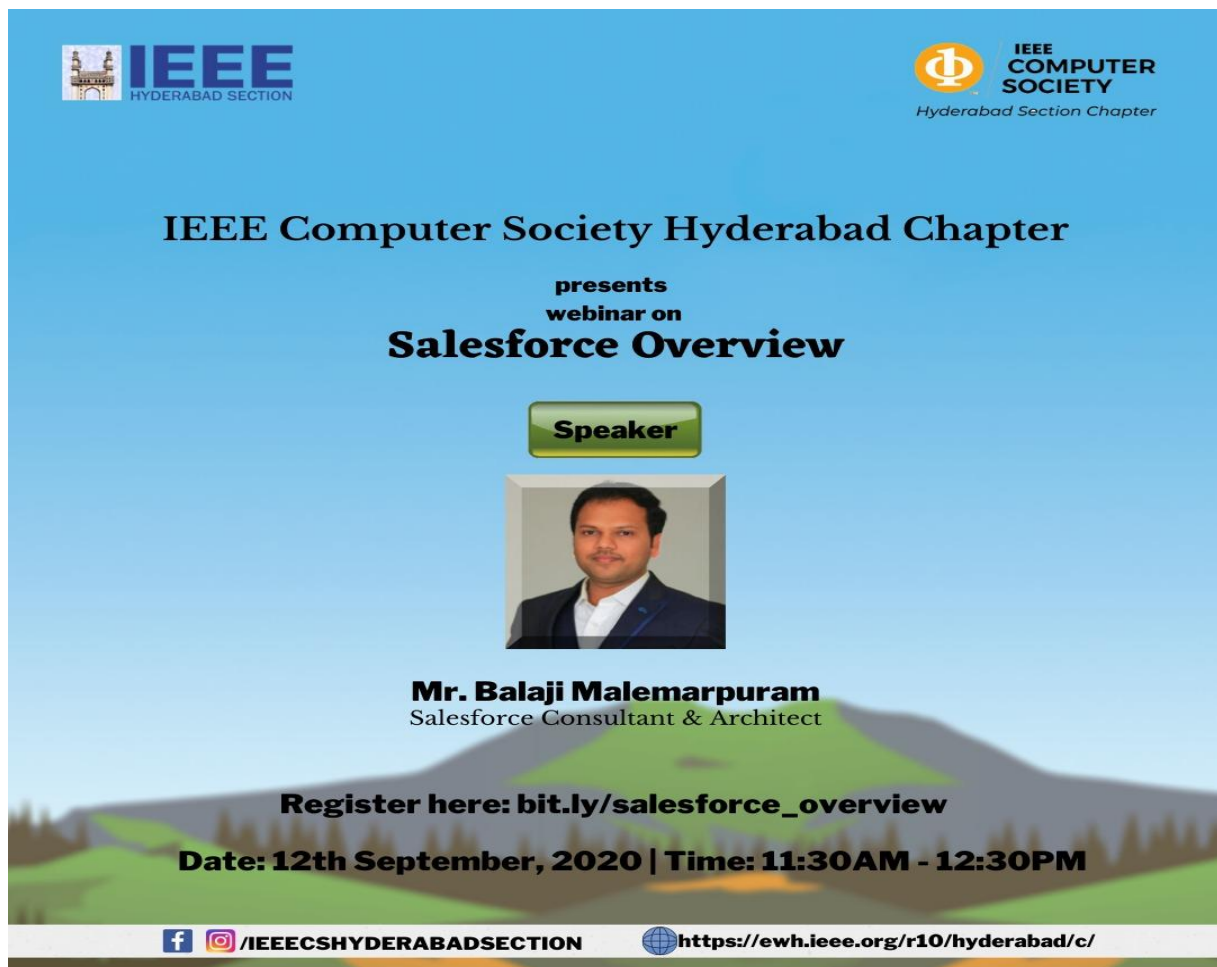
Mr. G. Dileep Kumar [Secretary]

Dr. Rajanikanth Aluvalu [Treasurer]

Date & Time: 12th September, 2020 from 11: 30 a.m. to 12:30 p.m.

Agenda: To make students aware of the benefits of Sales Force and how to utilize it effectively.

Introduction: The webinar on “Sales Force Overview” was organized by IEEE CS Hyderabad Section Chapter to make all the students aware of the benefits of Sales Force and how to make utmost use of it for one’s benefit.




IEEE
HYDERABAD SECTION

IEEE COMPUTER SOCIETY
Hyderabad Section Chapter

IEEE Computer Society Hyderabad Chapter
presents
webinar on
Salesforce Overview

Speaker



Mr. Balaji Malemarpuram
Salesforce Consultant & Architect

Register here: bit.ly/salesforce_overview

Date: 12th September, 2020 | Time: 11:30AM - 12:30PM

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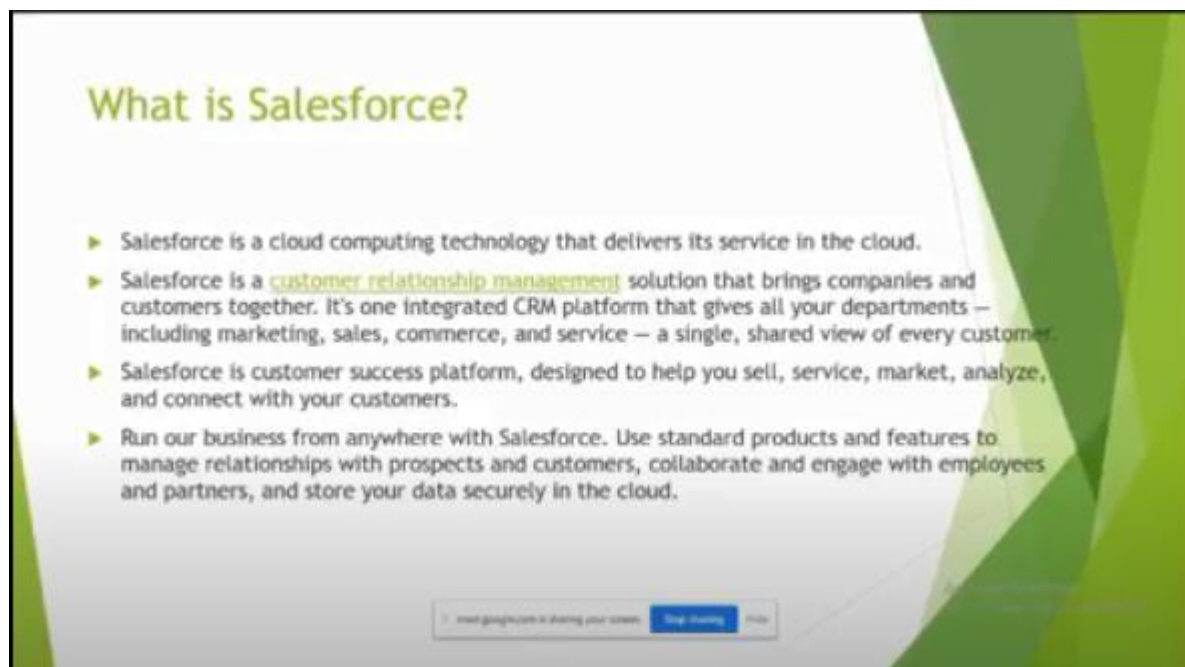
About the Speaker: Mr. Balaji Malemarpuram is currently working as a Sales Force Consultant and Architect in Germany. He is also a Sales Force Blogger and a Youtuber as well.

Description: The session started at 11:30 a.m. on 12th of September with a count of 28 participants. Sai Prashanth Mallellu, an active volunteer of IEEE Computer Society Chapter Hyderabad Section addressed the participants. He welcomed Mr. Balaji Malemarpuram to the audience.

Mr. Balaji started off with welcoming all the participants, introducing himself and sharing his thoughts about the topic. His session included the following topics:

- What is Sales Force?
- What does Sales Force do?
- Sales Force Applications
- Sales Force Editions
- Do we have any learning platform?
- What kind of roles?
- What we can learn in Sales Force?
- Shall I start learning now?
- Shall I do my academic project in Sales Force?

He briefly explained what Sales Force actually is and that it brings company and customers together. A glimpse of what Sales Force is can be observed in the slide below.



Then he briefed about the Applications of Sales Force which included:

- Sales Cloud
- Service Cloud
- Marketing Cloud
- Commerce cloud
- Apps
- Analytics
- Integration
- Communities

Later on, he explained about the Editions like:

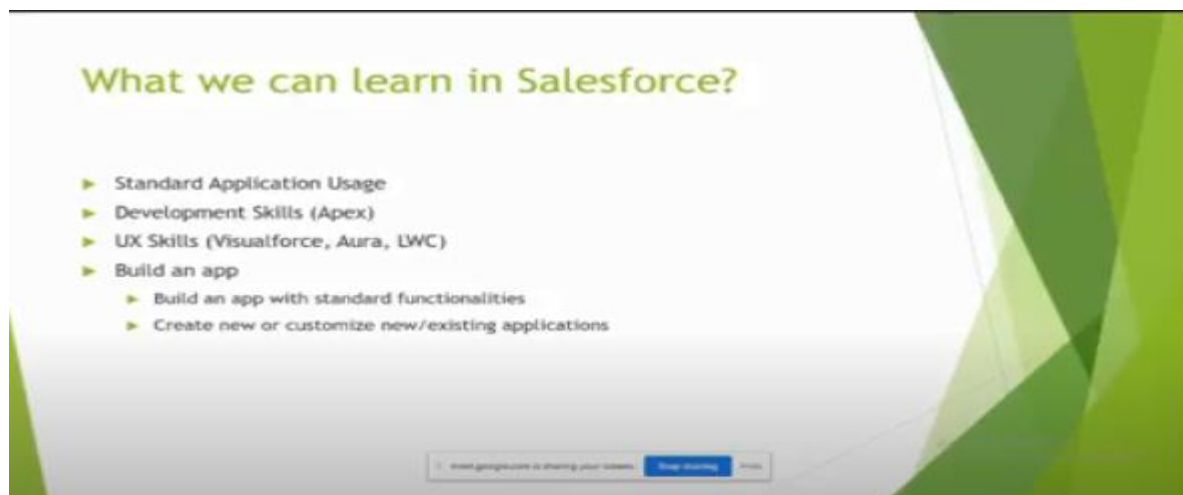
- Essentials
- Professional
- Enterprise
- Unlimited
- Developer which plays a major role in learning and practicing Sales Force.

He also suggested the learning platforms where Sales Force can be learnt effectively.

They are :

- Trail Head
- You Tube

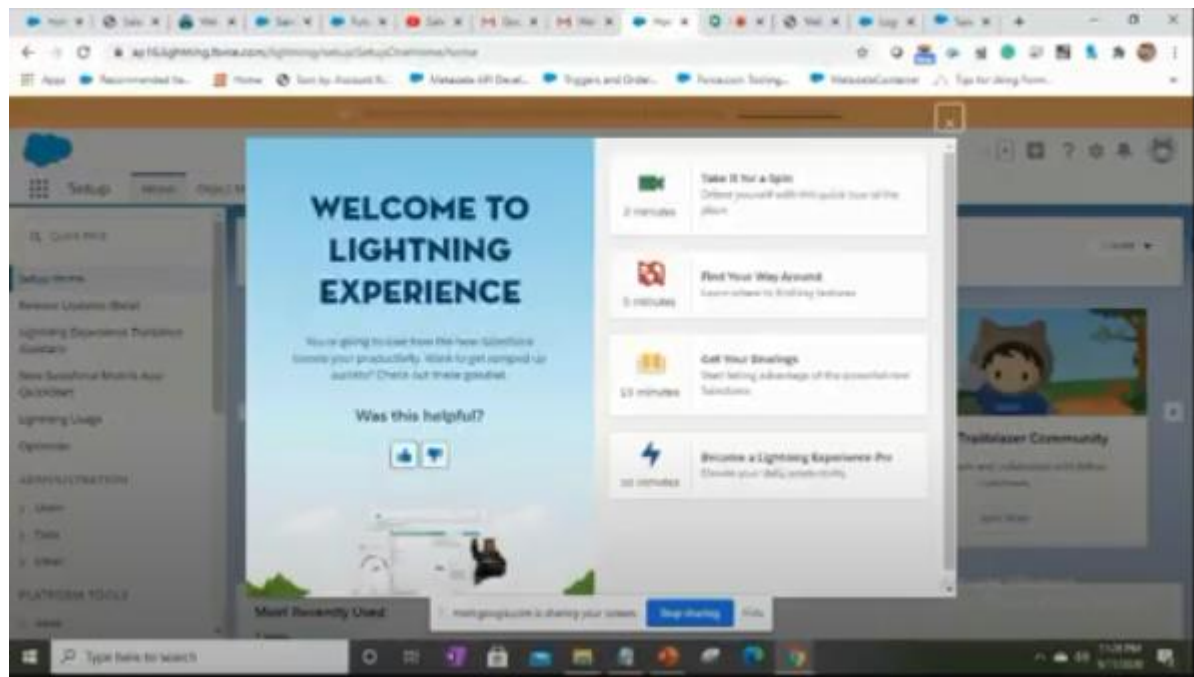
Then a brief on What can we learn in Sales Force was given as shown in the slide below.



Later on, the clear explanation on Kinds of Roles was given which involved:

- Administrator
- Business Analyst
- Developer
- Consultant
- Marketing Manager
- Sales Manager
- Technical Architect

Finally, he explained how to Sign Up, Create Account in Sales Force and what actually it looks like. It was lively explained by him and can be seen in the slide below.



Conclusion:

The webinar ended with a lot of positive vibes from the speaker as well as the participants as they got their doubts clarified.

