B2B COMMERCE FOUNDATIONAL TRAINING

OVERVIEW
B2B Commerce (formerly CloudCraze) Foundational Training is a 2.5-day expert-led course designed to provide an orientation of the B2B Commerce components. This course provides hands-on experience to set up and configure the essential elements required to manage a site/storefront.

WHO SHOULD TAKE THIS COURSE?
The audience for B2B Commerce Foundational Training is any individual who will participate in a new B2B Commerce implementation project or provide functional maintenance in a support or administrative role.

WHEN YOU COMPLETE THIS COURSE, YOU WILL BE ABLE TO:
• Understand what B2B Commerce is and how it is installed and set up.
• Navigate through the B2B Commerce tool.
• Grasp core concepts of the B2B Commerce data model and configurations required for a typical implementation.
• Complete the functional exercises to create your own B2B Commerce solution.

PREREQUISITES
It is recommended that all participants have previous exposure to Salesforce administration and configuration. Completion of the below Trailhead modules, courses, and certifications will ensure participants get the most out of the B2B Foundational Course:

- Admin Beginner trail
- Administration Essentials for New Admins Course (ADM 201)
- Salesforce Administrator Certification

DURATION
• 3 days

DELIVERY FORMAT
• Classroom

AUDIENCE
• Beginning Administrator;
  Experienced Administrator;
  Beginning Developer;
  Experienced Developer;
  Business Analyst/
  Solution Architect

ACCREDITATIONS
• B2B Commerce Administrator
  Learn More

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MODULES & TOPICS

Day 1
- Overview: What is Commerce Cloud—B2B Commerce?
- Managed package installation & setup process
- Admin: CC Admin, Anonymous Checkout, User Checkout, CSR Checkout, Account, Contacts, Users, Related Lists
- Accounts & Pricing: Account Groups and Price Lists
- Products: Standard Products, Categories, Product Specs, Filters, and Product Relationships

Day 2
- Products: Aggregated, Bundle, Kit, and Dynamic Kit
- Marketing and User Interface Configuration: Promotions, Menus, Featured/Spotlight Products, Page Sections, Page Labels, and Localization
- Pricing Strategies: Tiered Pricing

Day 3
- Pricing Strategies: Attribute Driven Commerce, Subscriptions, and Contract Pricing
- Complex Configurations: Effective Accounts and Line Level Independence

LEARN
Learn at your own pace, from our experts, and your peers.

EARN
Earn points, badges, and skill-based credentials that grow your resume.

CONNECT
Connect with fellow Trailblazers to learn, inspire, and blaze new trails.

CONTACT US
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