Foundation Certification

CERTIFICATE

Foundation Course to help you succeed!

About

LeadSquared Foundation Certification

LeadSquared's Foundation Program has been designed to help one leverage the LeadSquared platform and enhance their knowledge to kickstart their professional journey.

With this program you gain insight into the sales and marketing ecosystem. This self-paced training program equips you to manage a range of essential features on the LeadSquared platform.

You will learn about the principal functionalities of the LeadSquared platform which will set the foundation for learning the advanced configuration.

⭐ Explore a new and exciting career path for yourself with comprehensive CRM functionalities.

⭐ Set the foundation as CRM Expert, explore Job Opportunities across multiple domains like: Education (Ed Tech/Study Abroad/Universities), BFSI (Finance-Lending/Banking/FS-Credit Card), Health Care, Automotive and so on.
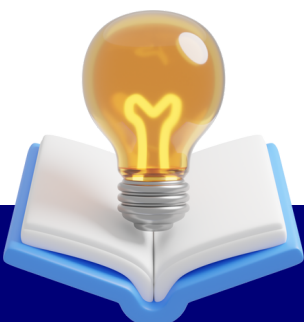
800 +learners enrolled

Across 40 countries

250K + users worldwide

Career Boost

Who must
Take this course

✓ Individuals who are willing to learn fundamental capabilities of Leadsquared.

✓ Professionals looking to enhance their career in System Administrators, Sales Operations Professionals, IT Managers, Product Managers.

Course
Curriculum:

- ☑ User Management
- ☑ Task Management
- ☑ Custom Field Set
- ☑ Forms & PD
- ☑ Mavis DB
- ☑ Ace
- ☑ Reports
- ☑ Webhooks, API, LAPPS

- ☑ Lead Management
- ☑ Activity Management
- ☑ Lead Prioritization
- ☑ Portals & Portal Designer
- ☑ Automation
- ☑ Marketing Features
- ☑ Smart Views
- ☑ Opportunity Management