

# Salesforce Drive Sales with the Pardot Lightning App (PDX101)

**Duration:** 24.00 hours (3 days)

**19.5 CPD Hours**

**Rating:** ★ 4.6 (5,878 reviews)

## Course Information

**Delivery Format:** Instructor Led - Online

## Course Overview

Discover how to drive more qualified leads, nurture prospects through the sales cycle, and sell more effectively using the Pardot Lightning App. In this 3-day class, Pardot experts will show you how to design and implement marketing workflows in the Pardot Lightning App to make data-driven decisions and drive your company's business forward. Learn how to create and automate dynamic emails, generate and qualify leads, and leverage reports and data to boost sales.

## About This Course

Discover how to drive more qualified leads, nurture prospects through the sales cycle, and sell more effectively using the Pardot Lightning App. In this 3-day class, Pardot experts will show you how to design and implement marketing workflows in the Pardot Lightning App to make data-driven decisions and drive your company's business forward. Learn how to create and automate dynamic emails, generate and qualify leads, and leverage reports and data to boost sales.

## Who Should Attend

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This course is designed for Pardot Marketers and Salesforce Administrators responsible for designing, building, and implementing marketing workflows and reports in the Pardot Lightning App. It's also for Business Users looking to learn more about the Pardot Lightning App. This course is a great foundation builder for anyone looking to take the Salesforce Pardot Specialist Certification Exam.

# Learning Outcomes

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## **Upon successful completion of this course, participants will be able to:**

When you complete this course, you will be able to:

Enable the Pardot Lightning App.

Explain the relationship created between Pardot and Salesforce once the Pardot Lightning App has been enabled.

Generate leads with Pardot Lightning App's various lead generation tools including forms, landing pages, and custom redirects.

Manage leads with Pardot Lightning App's lead management tools including page actions, automation rules, segmentation rules, dynamic lists, and completion actions.

Engage leads with Pardot Lightning App's lead engagement tools including email, personalization, dynamic content, and Engagement Studio.

Qualify leads with Pardot Lightning App's scoring and grading functionality.

Interpret data generated via Pardot Lightning App's reporting capabilities.

Design and execute successful end-to-end marketing workflows using the Pardot Lightning App.

## Additional Course Details

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Nexus Humans Salesforce Drive Sales with the Pardot Lightning App (PDX101) training program is a workshop that presents an invigorating mix of sessions, lessons, and masterclasses meticulously crafted to propel your learning expedition forward.

This immersive bootcamp-style experience boasts interactive lectures, hands-on labs, and collaborative hackathons, all strategically designed to fortify fundamental concepts.

Guided by seasoned coaches, each session offers priceless insights and practical skills crucial for honing your expertise. Whether you're stepping into the realm of professional skills or a seasoned professional, this comprehensive course ensures you're equipped with the knowledge and prowess necessary for success.

While we feel this is the best course for the Salesforce Drive Sales with the Pardot Lightning App (PDX101) course and one of our Top 10 we encourage you to read the course outline to make sure it is the right content for you.

Additionally, private sessions, closed classes or dedicated events are available both live online and at our training centres in Dublin and London, as well as at your offices anywhere in the UK, Ireland or across EMEA.

# Frequently Asked Questions

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## **Q: What delivery options are available for Salesforce Drive Sales with the Pardot Lightning App (PDX101)?**

We offer multiple delivery formats:

- Live Instructor-Led Classroom Online (Virtual/Live Online)
  - Traditional Instructor-Led Classroom Training (ILT)
  - On-site delivery at your offices anywhere in United Kingdom
  - Private dedicated courses customized for your team
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## **Q: How many CPD hours does this course provide?**

The 3-day Salesforce Drive Sales with the Pardot Lightning App (PDX101) course provides up to 19.5 CPD hours of structured learning. CPD certificates can be provided upon request.

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## **Q: What is the duration of the Salesforce Drive Sales with the Pardot Lightning App (PDX101) training?**

The training takes place over 3 day(s), with each day lasting approximately 24.00 hours including breaks for lunch and refreshments.

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## **Q: Do you provide corporate training for Salesforce Drive Sales with the Pardot Lightning App (PDX101)?**

Yes, we provide corporate training, dedicated training, and closed classes for Salesforce Drive Sales with the Pardot Lightning App (PDX101). Training can take place anywhere in United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online allowing teams from across United Kingdom or internationally to attend.

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## Q: Why choose Nexus Human for Salesforce Drive Sales with the Pardot Lightning App (PDX101)?

Nexus Human is recognized as one of the leading training providers. Our trainers have won multiple awards including:

- Small Firms Best Trainer Award
- National Training Partner of the Year (Ireland) - Multiple Years
- Global Top 30 Instructor Awards (2012, 2019, 2021)
- Tech Excellence Award Nominations
- Learning Performance Institute (LPI) External Training Provider Sponsor 2024


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## Q: Are there any discount codes available?

Yes! Use discount code **PENPAL5** when booking your Salesforce Drive Sales with the Pardot Lightning App (PDX101) training. Please note that only one discount code can be used per booking and cannot be combined with other special offers.

# Nexus Human

## Professional Training & Development

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