Business Systems Innovation Labs
Lab 3b Pre-flight Checklist

"How to be a Better Borg"

This is the last of Max's lab postings. It takes you farther than you ever imagined you could go in a course like this!

Prep: What do you need to start?

To make this one work, you need to have gotten most of Lab 3a running successfully. At least, **you need to have received the automatic lead alert email message about Kyle Reese**. If not, go back and do Steps 1-124 of Lab 3a before starting this one. (Start with a new Salesforce account if you need to, being sure NOT to use Yahoo for email.)

Learning Objectives: What to "get"

✓ *Discover more* of how CRM systems can help businesses do a better job of dealing with customers (& sell more).
✓ *See for yourself* how social media tools are used *within* organizations today to do things better/faster/smarter.
✓ *Surprise yourself* with the awesome power (and unbelievable ease!) of integrating the Web with data systems.
✓ *Get how amazingly much* you can make tools do for you *automatically* (process automation), but with no coding!

Deliverables: Get your points

This time there are three (3) points marked for you to stop and take a screen capture to submit for credit. Match the numbers below with the annotations in the blog:

1 When you reach this point (after Step 32), your screen should match the one in the lab, showing the Chatter (social media) exchange between you and Riley. Do a screen capture and submit for credit.

2 At this point (after Step 138), you should be viewing the upper part of the Miles Dyson lead page, showing the fields with data entered from your web form. Do a screen capture of this upper part of the lead page and submit for credit.

3 Now (after the very next step, 139), you've just scrolled down to the lower part of the Miles Dyson lead page, to see the Open Activities and Activity History sections. Do a screen cap showing those sections and their entries and submit for credit.

Tips: Get more

This lab is the culmination of all the work you've put in so far. When you get to the end, you'll be amazed at what you've created and proud of what you've accomplished, **IF** you read and *experience* it, so don't just run through the steps.

When you're finished, be sure to check out the 3b Afterlab to see talking points you can use to tell people (eg interviewers) what you did, what concepts you learned and what skills you've acquired by working the labs. **It's an impressive list!**

Resources: Get some help

Stuck? Get help & find answers at The Max Labs Project Community here: http://tiny.cc/maxhelp

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