Learn Salesforce Like I Am 10

Product, Pricebook, Pricebook Entry , Asset

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Welcome to Emma's Flavourland Ice cream Shop

a place of pure ice cream delicious magic !

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Picture yourself stepping into a **wonderland** of **flavors** and **fun**, where **every scoop** is **pure delight**.

We will learn: Product, Pricebook Pricebook Entry, Asset, But all in fun
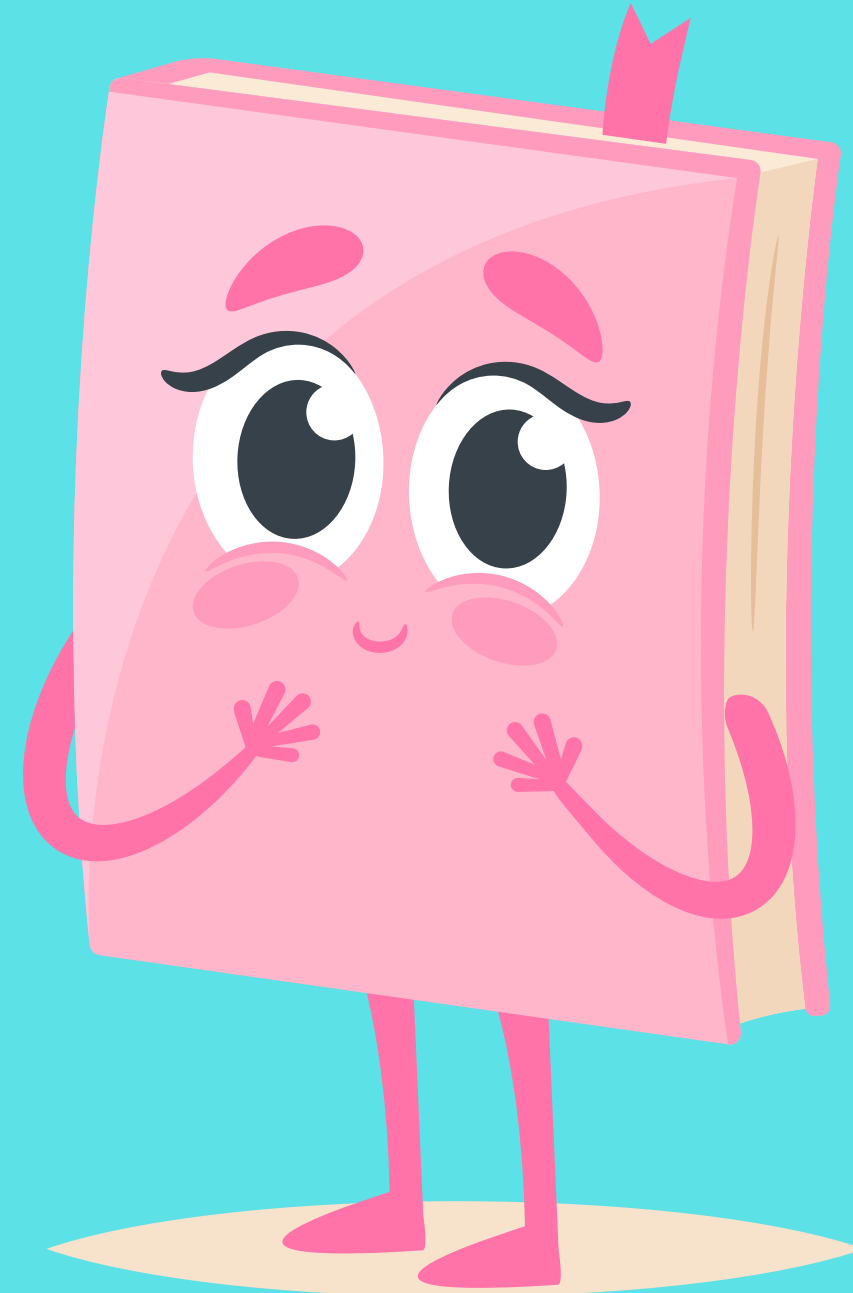
Product

Pricebook

Pricebook Entry

Asset

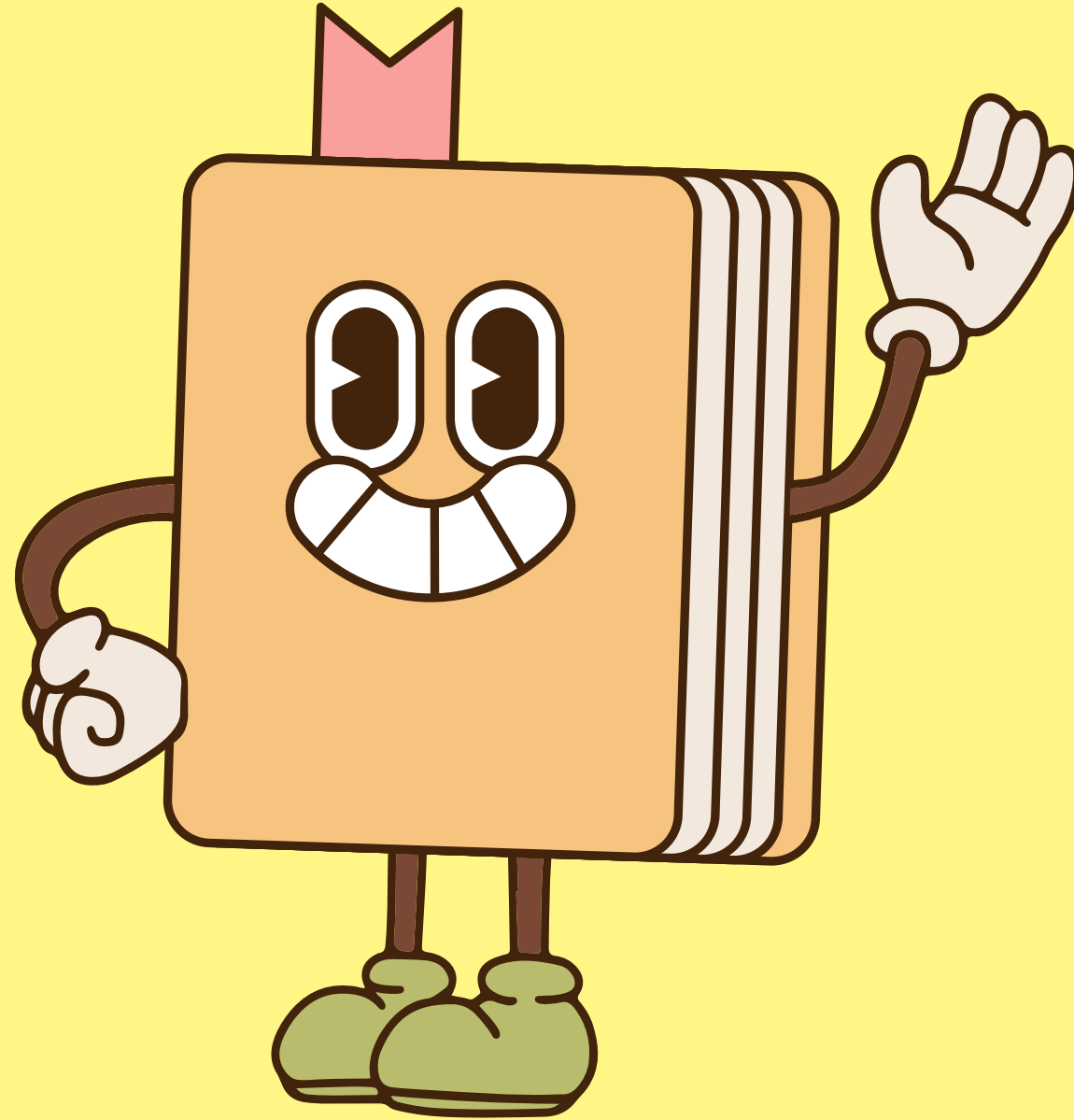sfdc
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just Like learning **ABC** ..woo-hoo!

Product

To keep track of all her mouthwatering ice creams, Emma uses Salesforce

You can think of it as a **magical book** that helps her **organize her flavors** in the most amazing way.

With Salesforce, she jots down the flavor names, and descriptions, and even adds colorful pictures to a Salesforce object. Think of it as a table called 'Product' in Salesforce

Products
Favourland Ice Cream ▾ 📌

• Sorted by Product Code • Filtered by All products - Product Code • Updated a few seconds ago

☐	Product Name	⌄	Product Code ↑	⌄	Product Description
☐	Super Strawberry		001		Wonderful Fruity Flavor
☐	Choco-Chip Blast		002		Classic combination of chocolate and cookie dough
☐	Rainbow Delight		003		Rainbow Delight

Super Strawberry

Choco- Chip Blast

Rainbow Delight

Pricebook

To manage her pricing strategies, she used Salesforce's "Price Books" feature, which allowed her to create different types of price lists.

iCE cReAM

Standard Pricebook

Kid's Special Pricebook

In her "Standard Price Book," Emma listed the regular prices for her ice cream flavors. These were the prices that most customers paid when they visited her shop.

Price Book
Standard Price Book

Related | **Details**

Price Book Name
Standard Price Book

Description
Regular Price

Created By
smriti sharan, 5/16/2023, 9:23 AM

Active
☑

Is Standard Price Book
☑

Last Modified By
smriti sharan, 7/18/2023, 9:11 AM

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In the Price Book table, you will find **Price Book Name** like **Standard Price Book** and **Kid's Special Price Book** and **Description** of Price Book

Price Books
FlavourLand PriceBook ▾ 📌

2 items • Sorted by Description • Filtered by All price books - Active • Updated a few seconds ago

	Price Book Name	∨	Description ↑
1	Kid's Special Price Book		For Kids
2	Standard Price Book		Regular Price

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Emma also wanted to make her ice cream more affordable and exciting for kids. So, she created a special price book called the "Kids' Special Price Book."

In this price book, she added discounted prices exclusively for children. Note carefully, Pricebook itself does not have the prices listed for the Ice Cream for this we have PriceBook Entry
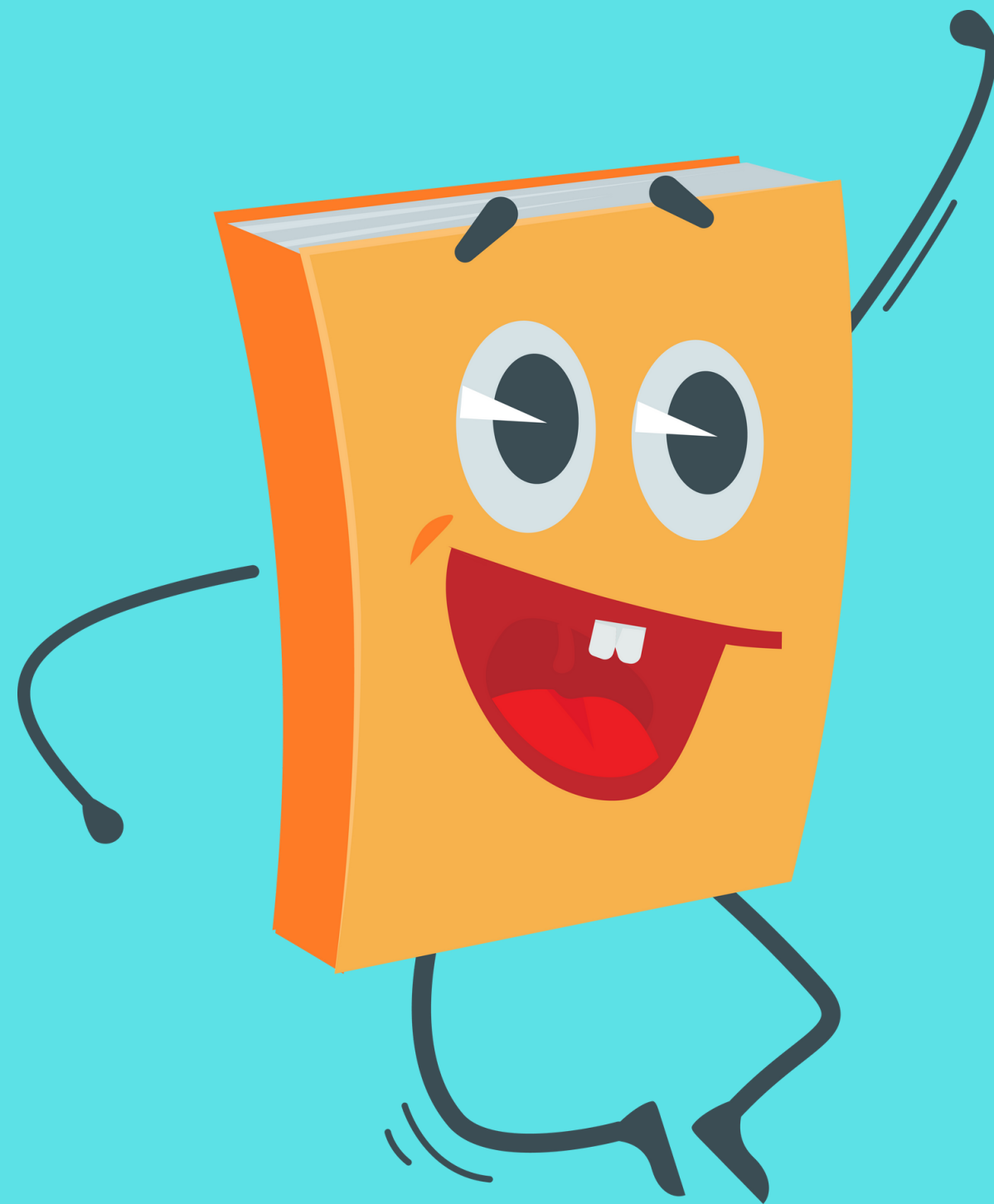
Price Book
Kid's Special Price Book

Related | **Details**

Price Book Name
Kid's Special Price Book

Description
For Kids

Created By
smriti sharan, 7/18/2023, 9:11 AM

Active
☑

Is Standard Price Book
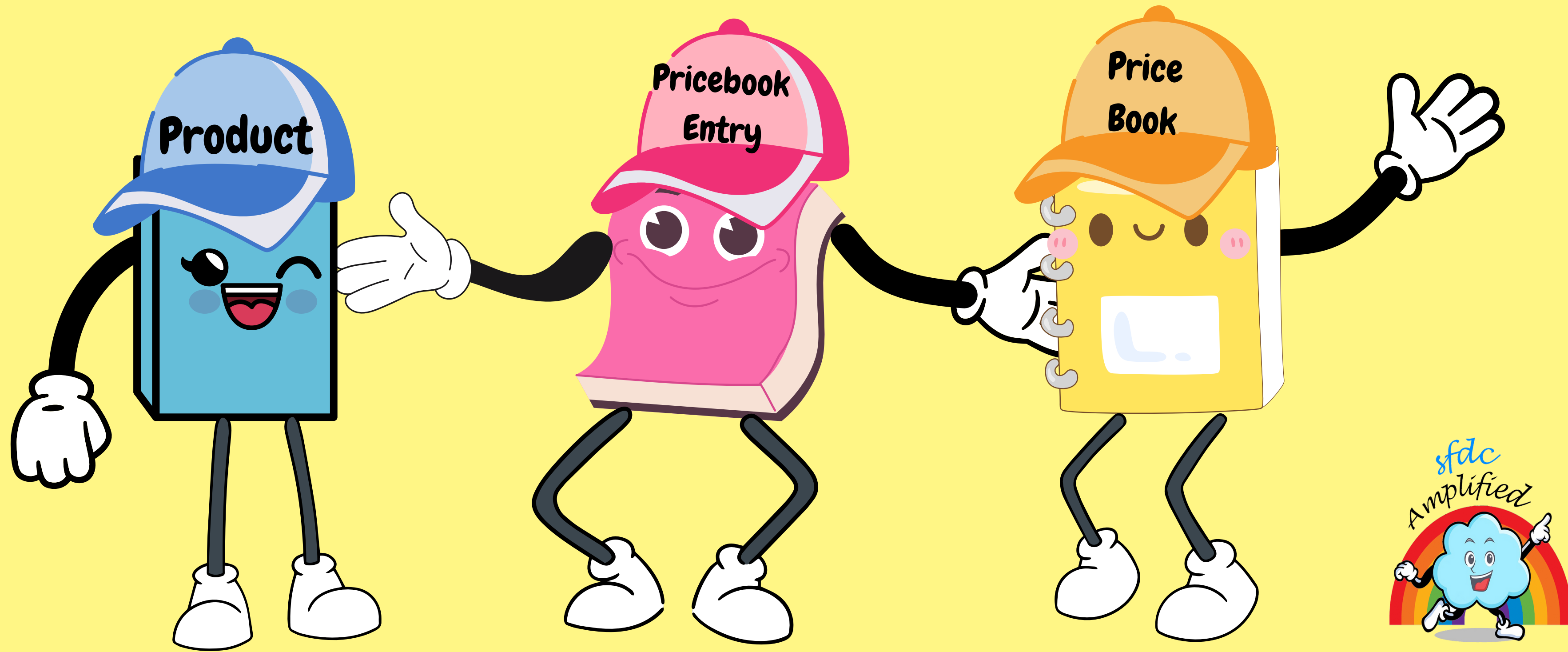☐

Last Modified By
smriti sharan, 7/18/2023, 9:12 AM

Pricebook Entry

To **connect** the ice cream flavors, i.e. **Products** with their respective Pricebooks i.e. standard price book and Kid's special price book, Emma creates *price book entries.* You can think PriceBook entry is the **common friend** which connects Product and Pricebook together

Here is a **sneak peek** of how it actually looks in the Salesforce system
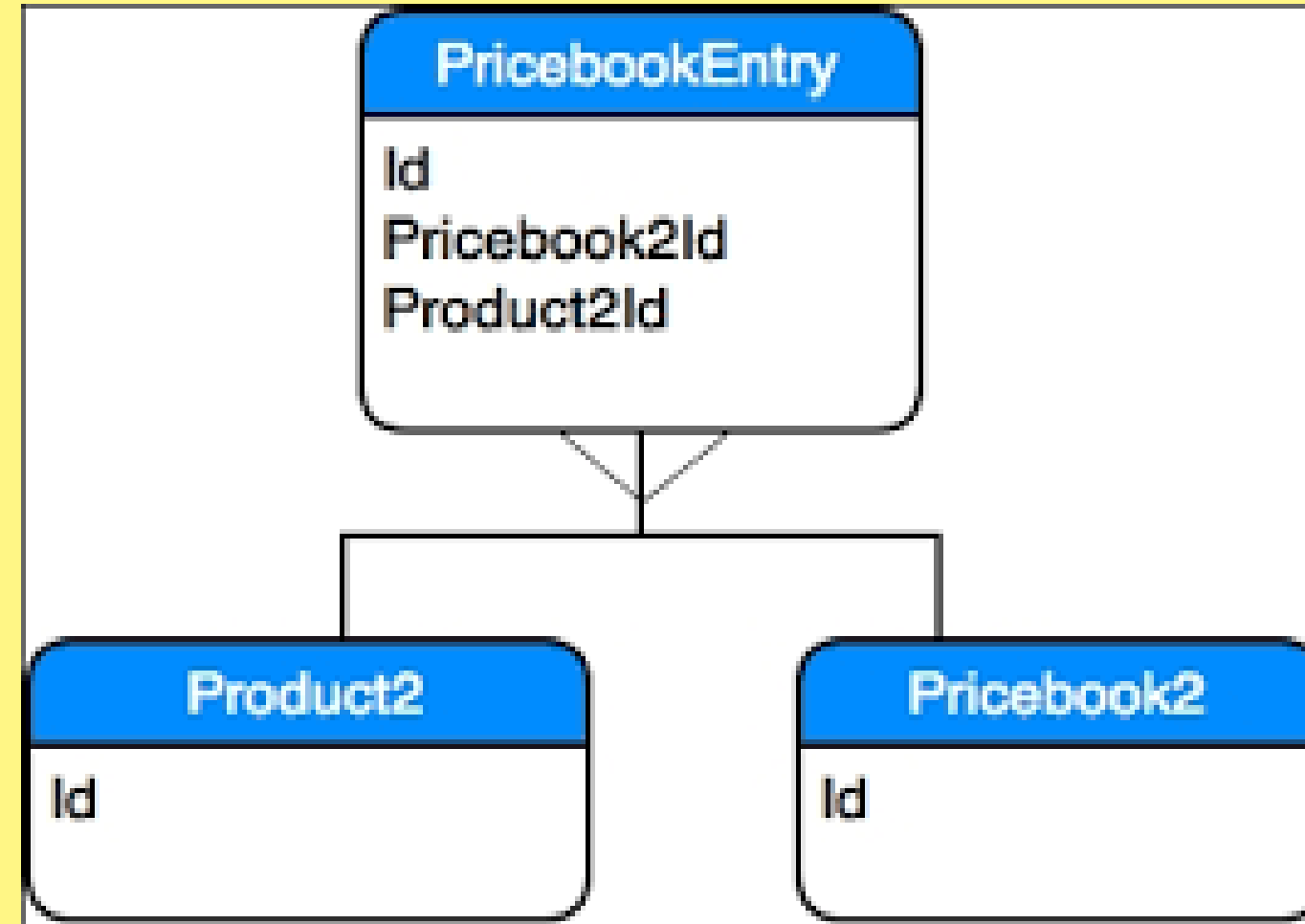
Here the Product is Super Strawberry and is connected to Standard and Kid's Special PriceBook with the help of PriceBook Entry.

Product
Super Strawberry

Product Code	Product Family
001	

Details   **Related**

🏷 **Price Books (2)**   Add to Price Book

Price Book Name	List Price	Use Standard Price	Active	
Standard Price Book	$5.00	☐	☑	▾
Kid's Special Price Book	$3.00	☐	☑	▾

View All

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Product-Based Selling
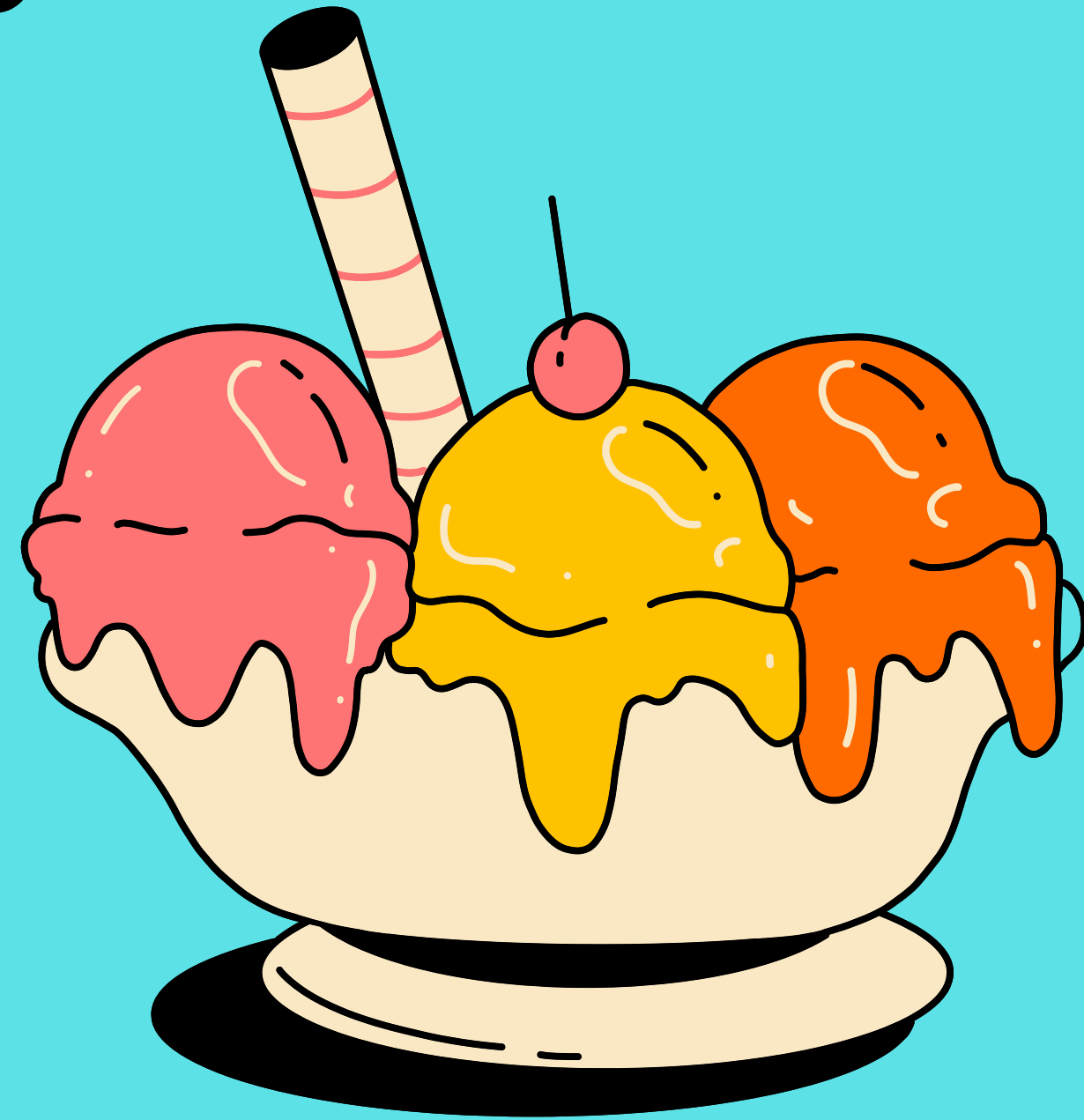
Emma's Flavourland Ice Cream Shop

1

she offers individual
ice cream flavors

2

Special ice cream bundles
for her customers.

This is called
Product-Based Selling

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Service-Based Selling

As Emma's Ice Cream brand expands, she introduces "Ice Cream Catering" as an exclusive service. The beauty of this service is that you don't have to worry about the logistics.

LOGISTIC

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Emma's team takes care of setting up, serving, and cleaning up afterwards

ICE CREAM

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All you need to do is sit back, **enjoy** the **celebration**,

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Asset

A product, in this case, refers to the delicious ice cream flavors and an **Asset** is the **Ice Cream Shop** and **Ice Cream Cart** which helps Emma to sell her Ice Cream smoothly.

Yay... We learnt Product, Pricebook, Pricebook Entry, Product Based Selling, Service Based Selling, and Asset in the sweetest way possible.