

Why your education should NEVER end: Working in a field that can be so tech-heavy can be enormously advantageous. While career progression in most other jobs can be primarily determined by education and years of experience, positions in Revenue Operations or CRM administration are going to be largely determined by **WHAT** you know and **WHAT** you can build. As such, continually improving your knowledge and skillset is going to be essential if you are looking to take control of your upward mobility. Luckily, there is SO much free (or at least very low cost) knowledge out there that can help provide you with more technical skills, giving you more problem solving tools in your tool belt.

So what are some **essential** skills for you to be able to grow your career as a RevOps Specialist or CRM admin?

1. **CRM Software (duh):** This is the most obvious one. We dont teach a lot of button clicking in our coursework. Owing to the the fact that this is something that you will be able to learn more effectively on the job. But it is still on you to put in the time to learn it. There is nothing that will help you succeed as a RevOps specialist, CRM admin, or CRM Consultant more than knowing the ins and outs of CRM Software.
 - a. If you are interested in learning more about Zoho CRM, we have got you covered, here: <https://theworkflowacademy.com/zoho-one-admin-beginner-certificate/>
2. **Excel Skills:** Excel is VERY useful for data clean-up and data management. Here are some things you will likely need Excel for at some point as a CRM developer:
 - a. **CSV imports**
 - b. **V-lookups:** Used for matching records together based on set of criteria
 - c. **Mass updating lookup fields** and cleaning up record relationships
3. **Coding:** Though we dont teach it in this course and you are not expected to learn it to be effective in an entry level position, it can be a powerful tool for solving complex problems. Sometimes a problem cannot be fixed using the no-code tools available. In those instances, coding can be useful in implementing a custom solution.
 - a. For most CRMs, the go-to coding language for building functions is going to be **JavaScript**. For Zoho specifically, **Deluge** (Zoho's custom language for their suite of software which is heavily based on the same structure as JavaScript) is going to be the most useful to learn, though you can still build functions in Zoho using JavaScript.

- i. If you would like to learn more about Deluge, we have a bunch of coursework that you can take, here:
<https://theworkflowacademy.com/zoho-integrator-and-developer-beginner/>
4. **Email marketing Software:** Build more complex email drips and follow-up sequences. Aid in lead scoring. Do a better job of gaining visibility into the effectiveness of your email campaigns. Here are a few of the most popular email marketing softwares:
 - a. Mailchimp
 - b. Zoho Campaigns
 - c. Salesforce Pardot
 - d. Campaigner
5. **3rd Party integrations:** This would be building connections between a CRM or another application that might not have a native integration. Services like Zapier, Zoho Flow, & Automate.io allow you to trigger actions in one application based on an occurrence/trigger in another application.
6. **Relationship Building:** Not so much a technical skill, but still a great one to have. Building connections with other people in the industry, be it through LinkedIn, our alumni network, or other community, will be tremendously valuable in getting help with things you might be stuck on, finding new career opportunities, or collaboration on a project.

Ok, now let's talk about a few **bonus technical skills** that may not be essential, but will still be valuable in increasing your upward momentum and earning potential.

1. **More Coding Languages:** Here are a few more coding languages that are, not harder to learn, but maybe more advanced in their application.
 - a. **SQL:** This is going to be useful when it comes to building more complex Analytics dashboards. SQL (Structured Query Language) is used for grabbing data from multiple sources and merging them into a single table. You can then use SQL to alter the data with formulas or change how it is presented.
 - b. **HTML:** This is going to be a good one to learn if you are interested in boosting your capability as a web developer. HTML is great for structuring HOW something is presented on a page (e.g. fonts, size margins, color, positioning, etc.).

- c. **Python**: used for more complex Data Analytics work.
- 2. **Data Analytics Software**: Softwares like Zoho Analytics and Tableau are used for building dashboards that can help a company gain insight into the goings-on of their company and the effectiveness of its processes. If you are interested in learning Zoho Analytics, we have lots of coursework for you to take a look at, here: <https://theworkflowacademy.com/zoho-analytics-bi-admin/>

So where can all this information be learned?

- 1. If you are looking to become a skilled CRM developer, you can find TONS of coursework on the most popular CRMs through the links, below:
 - a. **Zoho**: [Zoho Experts - The Workflow Academy](#)
 - i. If you are interested in Zoho becoming a better Architect/system designer, you can check out our architect path, below. There are also lots of practice projects for you to learn more about use cases and put you to work developing actual features.
<https://theworkflowacademy.com/zoho-architect-beginner/>
 - b. **Hubspot**: [Courses & Lessons | HubSpot Academy](#)
 - c. **SalesForce**: [Trailhead | The fun way to learn \(salesforce.com\)](#)
- 2. There is a wealth of information within **LinkedIn Learning** platform as well. This is where you can learn some coding and become an Excel master! What is great about LinkedIn learning, is that it has an integration with your profile, so you can choose to showcase what courses you've taken.
<https://www.linkedin.com/learning/>
- 3. If you want more in depth info about coding languages and how to use them, **Code Academy** has got you covered! <https://www.codecademy.com/>

Lastly, lets talk about where you can turn for help and support when you need it (great for building connections as well).

- 1. **CRM Community forums**: Get help from experts, staff, as well as other users like yourself.
 - a. **Zoho**: <https://help.zoho.com/portal/en/community/filter/unrepliedposts>
 - b. **HubSpot**: <https://community.hubspot.com/>
 - c. **SalesForce**: <https://developer.salesforce.com/forums#!/feedtype=RECENT>

[&criteria=ALLQUESTIONS&](#)

2. **WFA Alumni network:** You should have already received an invite for this through Discord. Just in case you havent, here is a link: <https://discord.gg/t9yGPvEUAp>
3. **ZAN (Zoho Assistance Network):** This is a discord channel run by us and a couple of other Zoho partners, used for helping Zoho users and developers alike. This is where we host our alumni network. <https://discord.gg/4FFbVgQjT>
4. **RevOps Coop:** This is a cool community where RevOps talent from all around gather together, help each other out, network, and often find employment. <https://www.revopscoop.com/>

The future is yours. May the force be with you...