





BD's centralized hub for training & enablement

Our mission is to empower every user—from new hires to seasoned leaders—with the knowledge and skills needed to sell confidently and effectively. Through role-based learning paths and practical guidance, the Enablement Academy helps you apply BD's best practices and uphold our standards of sales excellence.



Salesforce Essentials introduces you to the basics of Salesforce at BD. This course covers Salesforce basics, navigating the interface, and working with key records like Accounts, Contacts, Customer Events, Opportunities, and Inquiries. By the end of the course, you'll be equipped to use Salesforce confidently.

 Course

SFDC Essentials: Intro to Essentials

 Course

SFDC Essentials: Accounts

 Course

SFDC Essentials: Contacts

 Course

 **Locked Course**
Complete the prerequisite 'SFDC Essentials: Contacts' to start this Course

SFDC Essentials: Customer Events

 Course

 **Locked Course**
Complete the prerequisite 'SFDC Essentials: Customer Events' to start this Course

SFDC Essentials: Opportunities

 Course

 **Locked Course**
Complete the prerequisite 'SFDC Essentials: Opportunities' to start this Course

SFDC Essentials: Inquiries

[Click here to take the BD Way of Selling Training!](#)





Coming Soon to the Enablement Academy!

Whether you're just getting started or looking to sharpen your skills, Enablement Academy is your go-to resource for learning the BD Way. Explore tailored training paths designed for every role. Wherever you are in your learning journey, Enablement Academy is here to help you grow with confidence.

ProPath academy

ProPath is designed to help BD sellers learn and master our proven sales strategy—what we call the BD Way of Selling (BDWoS). Through this experience, you'll build confidence in navigating the Win Room, managing your sales funnel, understanding the customer journey, and more. It's your path to selling like a pro.

Coming FY'26

Leader Lens academy

Leader Lens is designed specifically for sales leaders who want to make smarter, more strategic decisions. This training explores how to leverage dashboards, forecasts, and performance insights—not just to track metrics, but to coach teams effectively and stay aligned with BD's broader commercial goals.

Coming FY'26

campaigns+ academy

Campaigns+ is crafted for BD marketing team. This training is designed specifically for marketers—covering how to plan, launch, and track campaigns using Salesforce tools. You'll learn how to access campaign data, understand lead flow, collaborate with sales, and measure impact.

Coming TBD

Questions?

If you have business unit-specific question, contact your Salesforce Delegated Admin.

[Get in Touch!](#)