

Sébastien Tang

Salesforce trainer: administration, Service Cloud, AI in Salesforce



More than ten years on Salesforce, fifteen in IT. I first ran Salesforce programmes for clients. Today I train the teams who use and administer the platform, for PLB and for Capgemini.

COURSES 2026	BSX101 · ADX201 · ADX211 · ADX261
FORMATS	Virtual class, onsite in France
LANGUAGES	Delivered in French, fluent English

COURSES 2026	Eight Salesforce and AI courses, plus tool training for AXA agencies.		
☒	BSX101	Salesforce essentials for everyday users	VIRTUAL CLASS OR ONSITE
☒	ADX201	Salesforce administration	VIRTUAL CLASS OR ONSITE
☒	ADX211	Advanced administration	VIRTUAL CLASS OR ONSITE
☒	ADX261	Administer and maintain Service Cloud	VIRTUAL CLASS OR ONSITE
☒	DEX602	Lightning Web Components development	NEXT SESSION: 2-4 DECEMBER 2026
☒	DEX450	Apex and Visualforce development	ON REQUEST
☒	AI	AI in Salesforce for sales teams	ONE DAY, ON REQUEST
☒	AI	AI in Salesforce for administrators	ONE DAY, ON REQUEST
☒	Client	Salesforce tool training for AXA agency teams, for Capgemini	ONSITE IN FRANCE

REVIEWS	What trainees and colleagues say.	
	« Très à l’écoute, patient et pédagogue. » <i>A good listener, patient, a real teacher.</i> ADX201 TRAINEE, PLB, 2026	« A su réadapter le support au fil des jours. » <i>Adapted the material as the days went on.</i> ADX201 TRAINEE, PLB, 2026
	“He is an efficient project manager.” CPQ SPECIALIST, TOTALENERGIES PROJECT	“Best PM on the market.” SALESFORCE RECRUITER, RECRUITMENT FIRM
	24/26 trainees satisfied or very satisfied · PLB end-of-course evaluations, 2026: 26 responses from seven sessions.	

Virtual class or onsite, inter-company or a dedicated group.

VIRTUAL CLASS	ADX211 delivered remotely over three days.
ONSITE	In France, on dates planned ahead.
GROUPS	Inter-company sessions (PLB) and groups dedicated to one client (Capgemini for AXA).
LANGUAGE	Delivered in French. Fluent English.

I write my own material and exercises.

BEFORE THE SESSION	I write the material and the exercises, then rerun every exercise myself.
IN SESSION	I run each exercise live in front of the group.
DURING PRACTICE	I unblock trainees while they work.

Who I teach for in 2026.

PLB · SINCE 2026	BSX101, ADX201, ADX211 and ADX261, onsite and in virtual class.
CAPGEMINI, FOR AXA · 2026	Salesforce tool training for agency teams, onsite in France.

The examples in my courses come from these programmes.

L'Occitane Group 2023-2024
Service Cloud delivery, Japan and France · One approval path for changes between headquarters and the APAC teams.
Lacoste 2023
Customer 360 programme · Customer 360 across several markets, the six business units aligned before launch.
Disneyland Paris 2022
B2B process audit · B2B processes and the Salesforce target written down before the integrator was chosen.
Sanofi 2021-2022
Migration · Six systems brought into one Salesforce org, reconciled at every load.
TotalEnergies 2019-2021
Salesforce Center of Excellence · I ran the CoE, an account of about €1M a year.
Cognizant 2018-2022
EMEA pre-sales and delivery · I helped grow the EMEA Salesforce practice from 5 to 200 consultants.

Two one-day programmes.

Virtual class or onsite, on request.

FOR SALES TEAMS	Prepare a client meeting, keep Salesforce up to date with less typing, automate a recurring task with Claude.
-----------------	---

FOR ADMINS

Put Claude into service in an org, set the permissions, make the data reliable, track adoption.

CONTACT

hello@sebastientang.com

sebastientang.com

linkedin.com/in/sebastientang