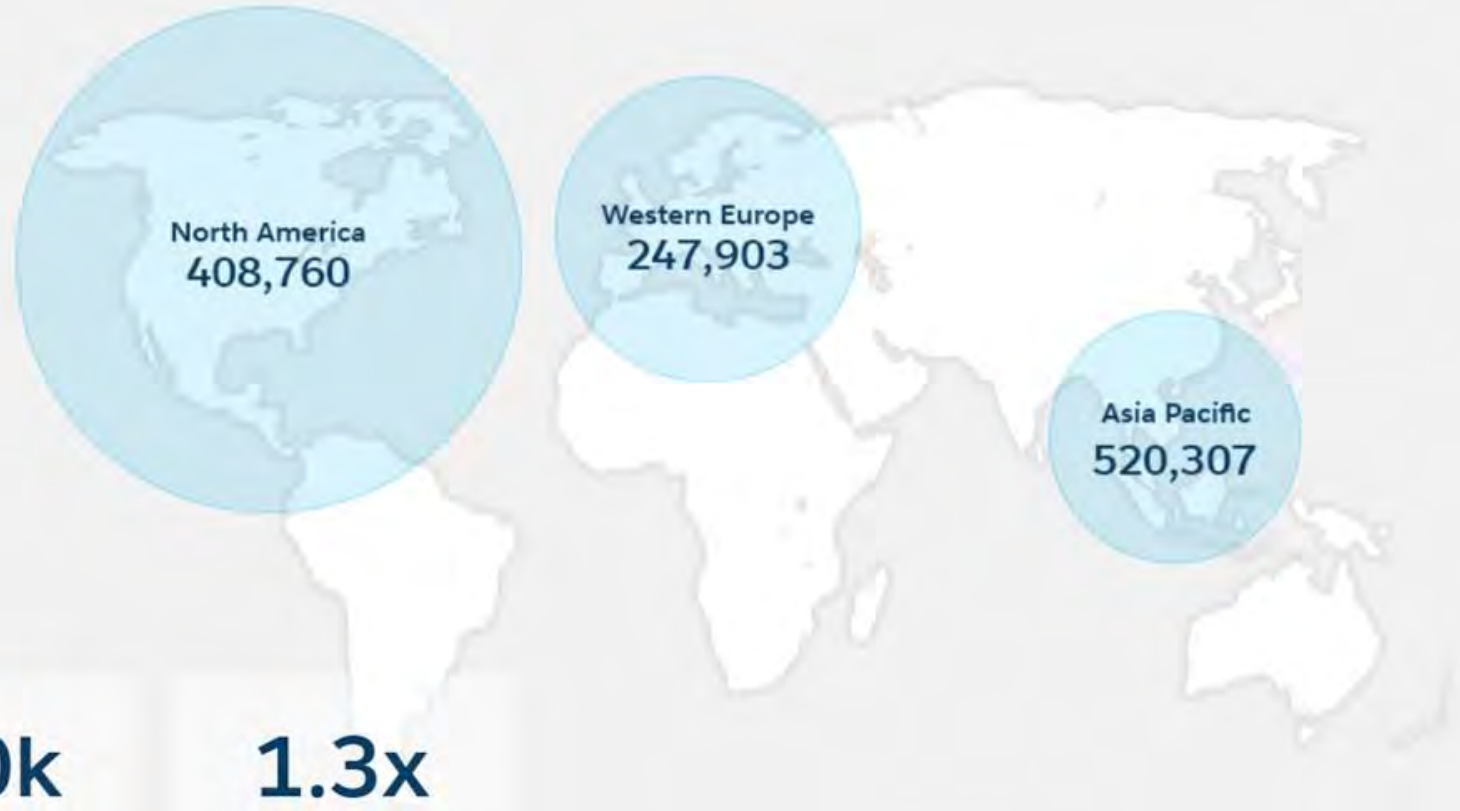


3.3M JOBS WILL BE CREATED IN THE SALESFORCE ECOSYSTEM BY 2022

2 of the top 10 best jobs
are Salesforce-specific



#1

Tech skill paying
\$200k a year

300k


New jobs this year

1.3x

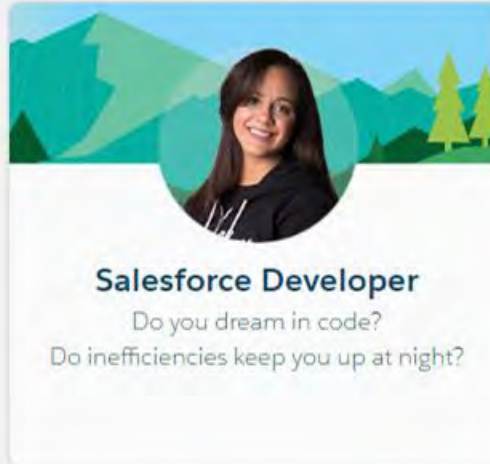
Faster job growth

Source: IDC White Paper sponsored by Salesforce, "The Salesforce Economy Forecast: 3.3 Million New Jobs, \$859 Billion New Business Revenues to Be Created from 2016 to 2022," October 2017

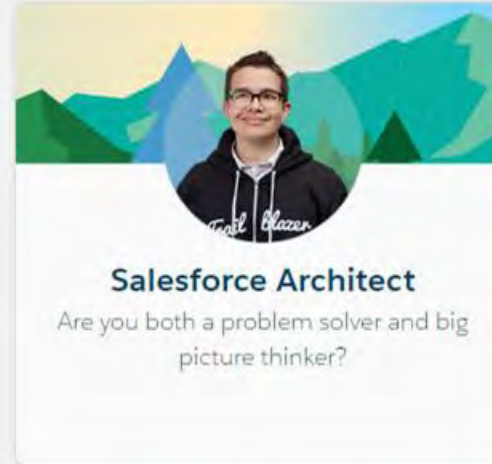
Salesforce Career Paths



Salesforce Administrator
Do you enjoy helping users get the most out of technology?

A woman with blonde hair, wearing a black hoodie with "Trail Blazer" written on it, is shown in a circular portrait. The background of the card features a stylized mountain range in shades of green and blue.

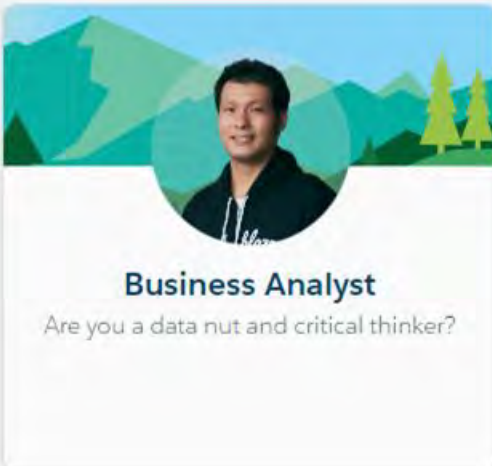
Salesforce Developer
Do you dream in code?
Do inefficiencies keep you up at night?

A woman with long dark hair, wearing a black hoodie with "Trail Blazer" written on it, is shown in a circular portrait. The background of the card features a stylized mountain range in shades of green and blue.

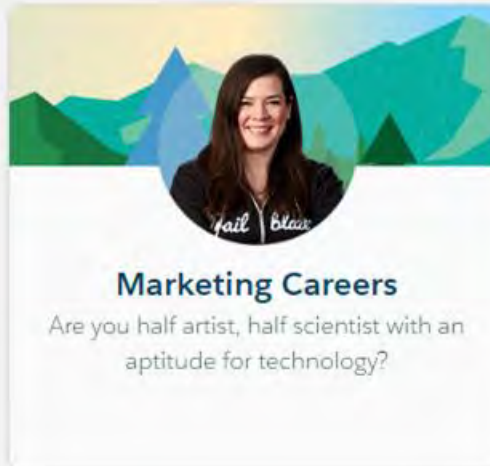
Salesforce Architect
Are you both a problem solver and big picture thinker?

A man with glasses and short brown hair, wearing a black hoodie with "Trail Blazer" written on it, is shown in a circular portrait. The background of the card features a stylized mountain range in shades of green and blue.


Salesforce Consultant
Do you want to travel the world solving complex business problems?

A woman with dark curly hair, wearing a black hoodie with "Trail Blazer" written on it, is shown in a circular portrait. The background of the card features a stylized mountain range in shades of green and blue.

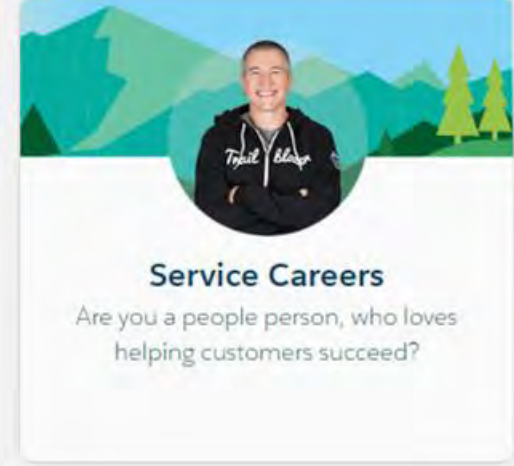
Business Analyst
Are you a data nut and critical thinker?

A man with short dark hair, wearing a black hoodie with "Trail Blazer" written on it, is shown in a circular portrait. The background of the card features a stylized mountain range in shades of green and blue.

Marketing Careers
Are you half artist, half scientist with an aptitude for technology?

A woman with long dark hair, wearing a black hoodie with "Trail Blazer" written on it, is shown in a circular portrait. The background of the card features a stylized mountain range in shades of green and blue.

Sales Careers
Are you a great listener and relationship builder?

A man with short dark hair, wearing a black hoodie with "Trail Blazer" written on it, is shown in a circular portrait. The background of the card features a stylized mountain range in shades of green and blue.

Service Careers
Are you a people person, who loves helping customers succeed?

A man with short dark hair, wearing a black hoodie with "Trail Blazer" written on it, is shown in a circular portrait. The background of the card features a stylized mountain range in shades of green and blue.



GENERAL SKILLS RECRUITERS LOOK FOR

You put the "I" in impact. You bring innovation to life, bridging the gap between business requirements and technology. For your company, this means automating complex business processes, creating reports and dashboards, and training users on Salesforce. For your team, it means helping them stay efficient and on top of things while keeping an eye on their successes and customer relationships.

TECHNICAL AND SPECIALIZED SKILLS RECRUITERS LOOK FOR

Communication (written/verbal)

Stakeholder Engagement

Business Analysis

Project Management

End User Enablement

Salesforce Platform

Business Process

Data Management

Process Automation

Formulas & Validations

System Configuration

A DAY IN THE LIFE OF A SALESFORCE ADMINISTRATOR



Morning

Start the day reviewing your to-do list. Top priority: A Sales Manager needs help building a report for a big deal she's working on.



Midmorning

Grab a coffee with a colleague and ask how they're using Salesforce in their day-to-day work. You use this feedback to inform how you customize and optimize Salesforce for other colleagues.



After Lunch

Last week, you created a comprehensive dashboard of the Sales Pipeline for an executive. You check in to make sure it's meeting their needs.



Afternoon

Your company is gearing up for a new product launch. To help make this launch a success, you customize Salesforce to communicate about the product, track product inventory & specifications, and make it easy for Sales teams to sell it from any device.



End of Day

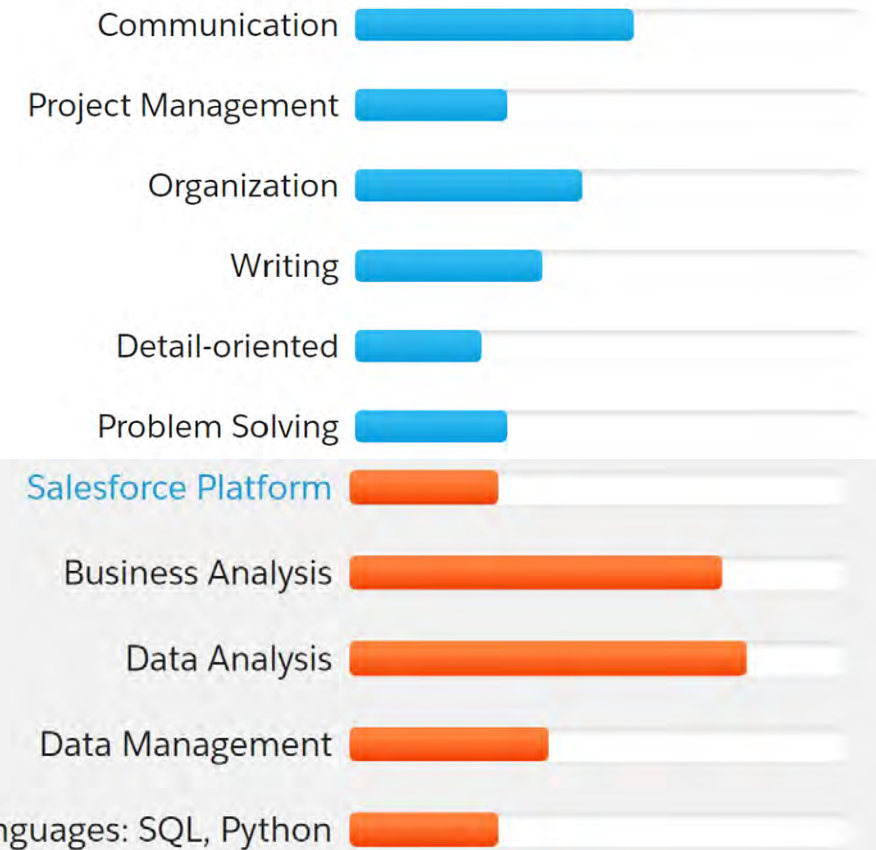
You notice colleagues manually posting to a Chatter group whenever an Opportunity gets updated. Looks like an opportunity for automation! You plan out how you'd do it and make a note to pitch to the team tomorrow.



GENERAL SKILLS RECRUITERS LOOK FOR

TECHNICAL AND SPECIALIZED SKILLS RECRUITERS LOOK FOR

You thrive on diving into data, identifying key insights, and mapping out a winning business strategy. And with your cool head and sound logic, you're able to think through problems and make actionable recommendations. Sound like you? Take a look at a career as a Business Analyst.



A DAY IN THE LIFE OF A SALESFORCE BUSINESS ANALYST



Morning

You start the day with a discovery meeting for stakeholders from multiple departments. On the agenda: making sure the scope of your latest project meets their needs. On the menu: scones from your local bakery.



Midmorning

You spend the rest of the morning creating some data flow diagrams to help the team understand the requested changes in the latest project and how the final process will look.



After Lunch

You put the finishing touches on some new training material. You plan to use it for internal training sessions with colleagues who are using Salesforce at your company.



Afternoon

You've identified some key data points that the Sales organization should be tracking. Time to document some actionable recommendations for leadership to review.



End of Day

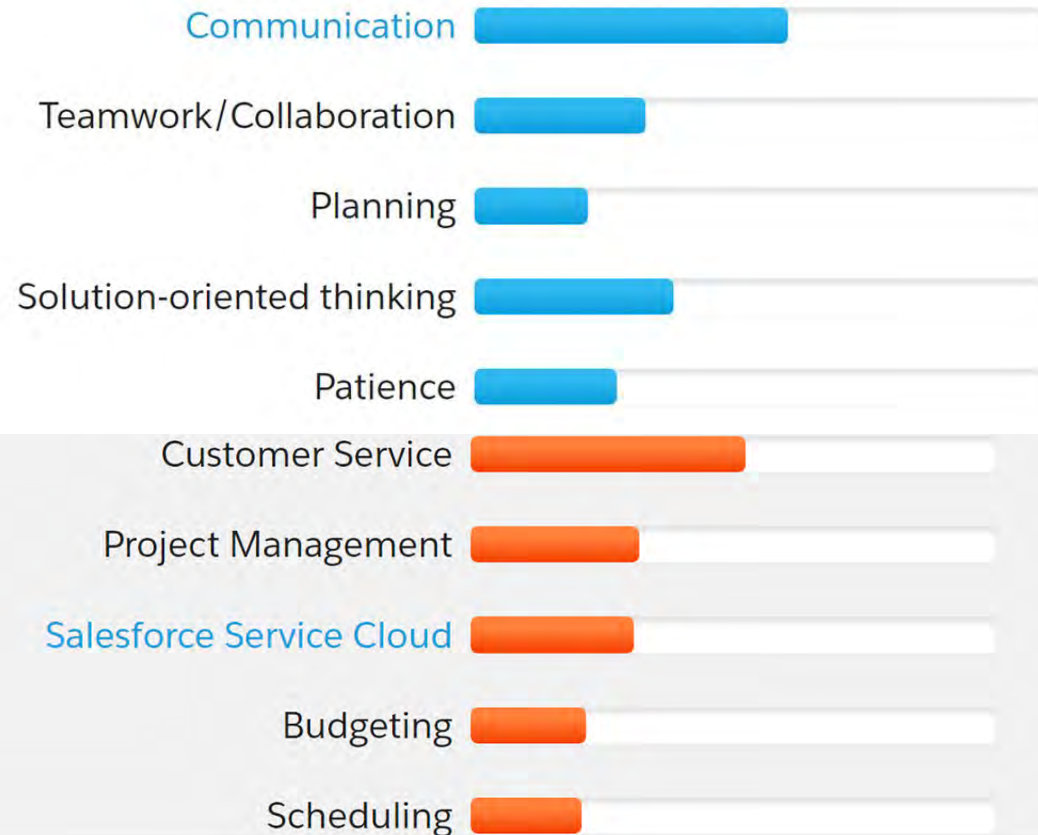
You close out the day by reviewing the daily report of sales leads, orders, and other relevant info. You make sure everything is adhering to company policy and take note of any issues, red flags, or positive trends.



GENERAL SKILLS RECRUITERS LOOK FOR

TECHNICAL AND SPECIALIZED SKILLS RECRUITERS LOOK FOR

You are part detective, coach, and conductor. You like to jump in and diagnose customer challenges. Whether you're an agent or the head of a team you believe in the importance of excellent customer service. If your greatest reward is high customer satisfaction, a career in service might be for you.



A DAY IN THE LIFE OF A SERVICE PROFESSIONAL



Morning

You grab a cup of coffee and check out your service dashboard which gives you an overview of case volumes, agent and mobile worker activity, chatbot performance, and backlog analysis.



Midmorning

You train a new hire on how to quickly open cases, create tasks, update records, escalate cases, and collaborate with teammates using Service Cloud.



After Lunch

You use reporting tools to identify the members on your team who seem more proficient in resolving particular inquiries and make sure the most serious issues get automatically routed to them.



Afternoon

At your team meeting you review the improving customer satisfaction metrics. You use this time to remind everyone of the team goals, where they stand now, and discuss what specific actions they can take with each customer to improve the score.



End of Day

Review the day and look for trends and patterns in your customer support data. What can be tweaked in your sales process, marketing process, or even the design of your products and services to minimize customer service issues before they come up again?



GENERAL SKILLS RECRUITERS LOOK FOR

You like to tackle complex business challenges and solve them through business improvements. You deliver innovative solutions using Salesforce to ensure your customers are successful. You enjoy working with multiple teams to bridge the gap between business problems and technical solutions. Your in-depth knowledge of business processes and Salesforce make you a trusted advisor. The success of your customer is your #1 priority.

TECHNICAL AND SPECIALIZED SKILLS RECRUITERS LOOK FOR

Communication

Writing

Teamwork/Collaboration

Presentation Skills

Problem Solving

Salesforce Platform

Sales

Project Management

Business Development

Customer Service

A DAY IN THE LIFE OF A SALESFORCE CONSULTANT



Morning

You kick off the day prioritizing your inbox and answering client questions before your daily team meeting. In the meeting, you discuss how your accounts are doing and some places where you support.



Midmorning

Time to meet with a client to discuss the status an ongoing project. You and your project manager review the milestones, action items, and projected dates with the client.



After Lunch

A colleague asks for your help on a project proposal. You review their work and advise on the best solution for the situation.



Afternoon

You head across town for an on-site meeting with one of your clients. Having successfully implemented the system improvements they needed, you present your final work and summary to the operations team.



End of Day

Before heading out for the day, you log the time you spent on each project so that you can bill your clients appropriately.