

**2019 ANZ Salesforce Market Survey**

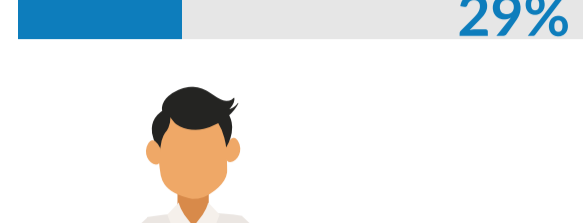
Presented by Talent Hub, the Salesforce Recruitment Experts

**Current Work Situation**

**46%** of Salesforce professionals that we surveyed have been in the ANZ Salesforce ecosystem for 4-7 years

The contract market makes up **21%** of the ANZ Salesforce ecosystem

**29%** of NSW Developers are currently working in a contract role making this the biggest contract market in ANZ



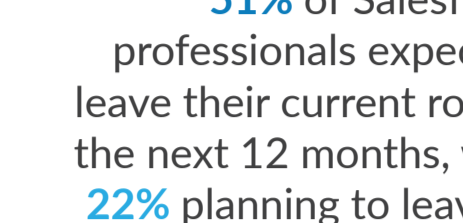
Only **4%** of ANZ Salesforce professionals are in between roles/immediately available

**Advertising Isn't Enough**



Only **26%** of Salesforce professionals that we surveyed say that job boards are the first place that they look for a new role. In fact, visiting a jobs board is the least preferred method for Salesforce professionals to seek a new role say **36%**

**Salesforce Team Turnover**



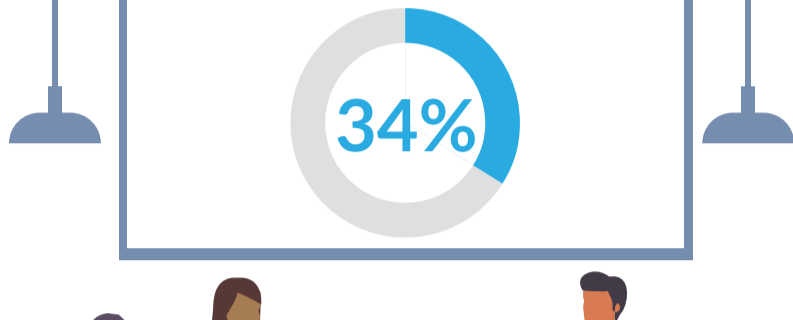
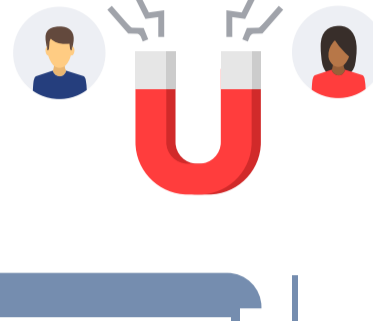
**51%** of Salesforce professionals expect to leave their current role in the next 12 months, with **22%** planning to leave in the next 6 months

Salesforce Technical Architect is the market with the least turnover expected, with **56%** planning to be with their current employer this time next year

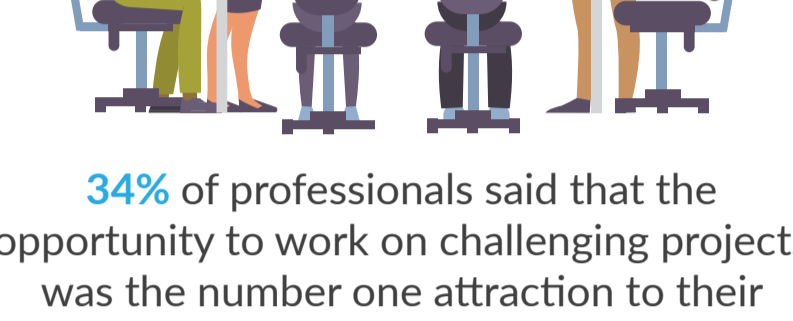


**Attracting and Retaining Top Talent**

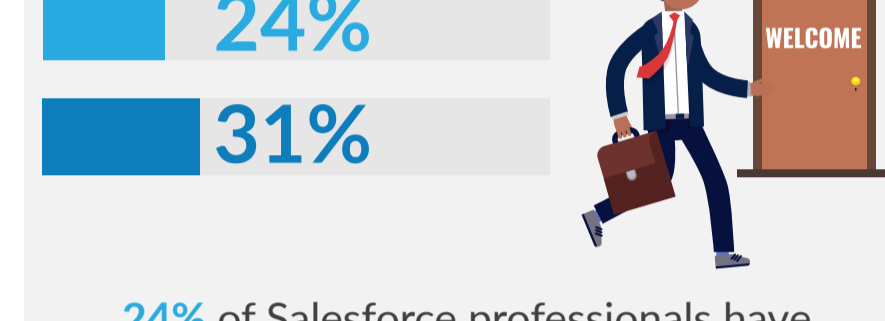
**32%** of Salesforce professionals in the ANZ market, when considering a new role, contact a Recruiter as their first step



**34%** of professionals said that the opportunity to work on challenging projects was the number one attraction to their current role



**24%** of Salesforce professionals have been in their role for 6 months or less, versus **31%** who said this last year. Is retention improving?



**36%** of Salesforce professionals could be tempted by a new role if it offered better work life balance



What's the most important factor when looking at new opportunities?

**A Growing Contract Market**

**52%** of Salesforce professionals would prefer, or be interested in a contract role in their next move



**Where do Salesforce Professionals Most Want to Work?**

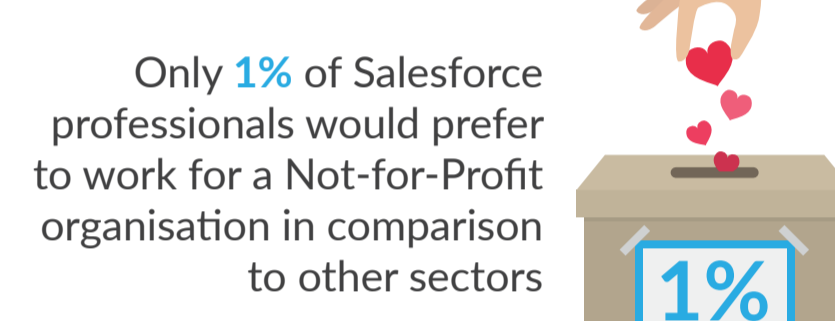


**36%** of total Salesforce professionals that we surveyed, would ideally like to work for Salesforce itself, over any other company

**34%** ideally would like to work for a private end user organisation, excluding Salesforce itself

**16%** would like to work for a Consulting Partner as a first preference

Only **1%** of Salesforce professionals would prefer to work for a Not-for-Profit organisation in comparison to other sectors



**There's a lot of choice for Salesforce professionals**

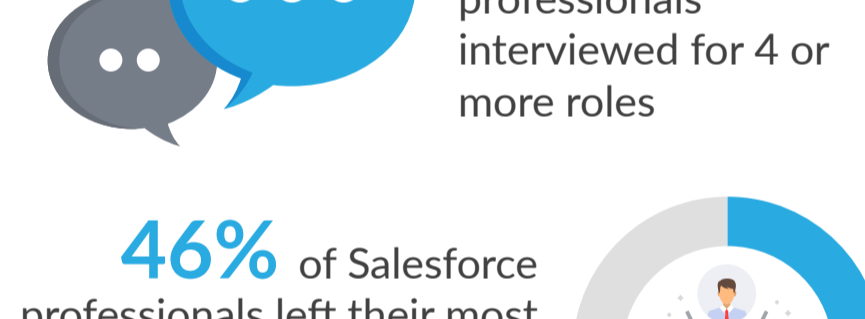
**62%** of jobseekers interviewed for 2 or more jobs the last time they moved role



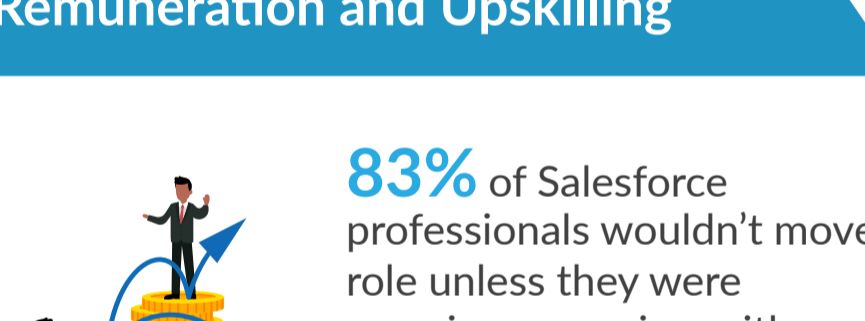
**44%** of Salesforce Technical Architects only interviewed for the one role



**11%** of Salesforce professionals interviewed for 4 or more roles



**46%** of Salesforce professionals left their most recent permanent role due to a lack of progression or a lack of interesting projects



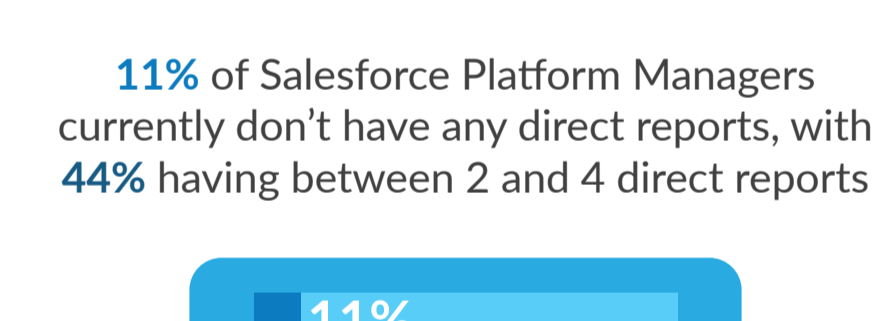
**Huge Demand**

**81%** of Salesforce professionals are contacted 2 or more times per month. **34%** are contacted at least 5 times



**51%** of Salesforce Developers across ANZ are contacted 5 or more times a month regarding other opportunities. In Victoria specifically this is **74%**, which makes this the hottest market

**77%** of Salesforce Project Managers consider a blend of Agile and Waterfall to be the best methodology for delivering Salesforce projects #Wagile

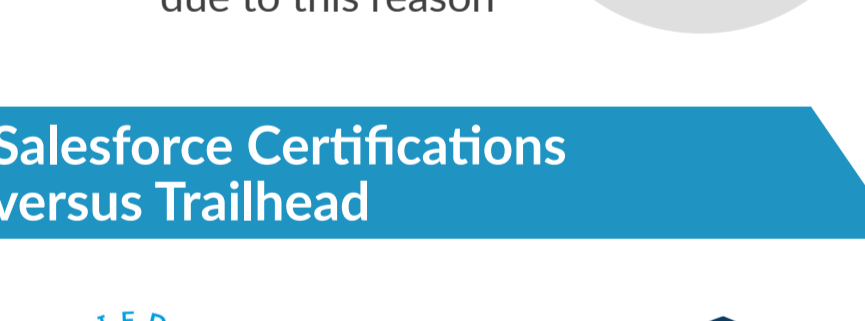


**Remuneration and Upskilling**

**83%** of Salesforce professionals wouldn't move role unless they were securing a pay rise, with **26%** looking for an increase of **20%** or more



The biggest movers in the Salesforce market due to remuneration are Salesforce Developers based in Victoria. **27%** left their last permanent role due to this reason

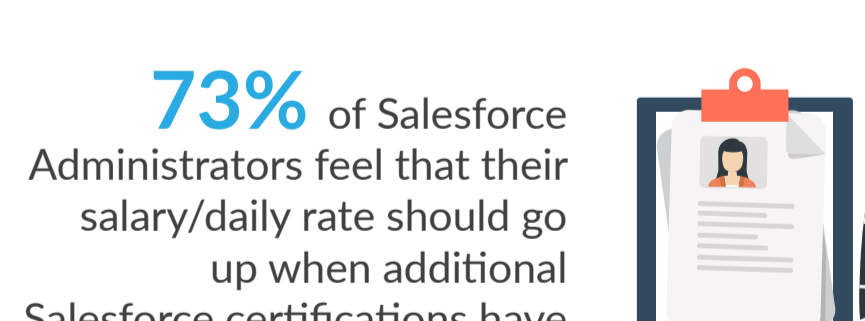


**Salesforce Certifications versus Trailhead**

**83%** of Salesforce professionals are of the view that Salesforce certifications best validate their Salesforce skills

**17%** feel that Trailhead validates their Salesforce skills the best

**54%** of Salesforce professionals feel that additional Salesforce certifications should be rewarded with a higher salary/daily rate



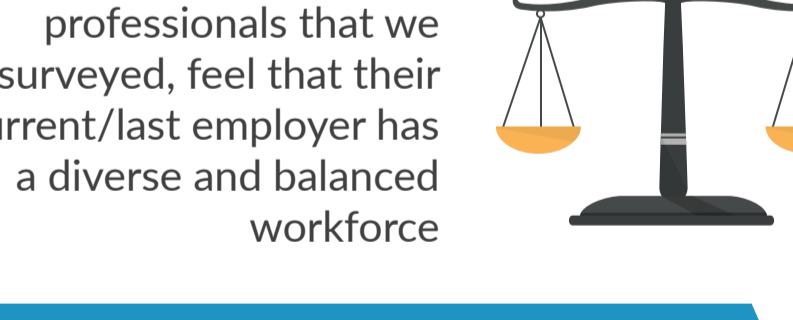
**73%** of Salesforce Administrators feel that their salary/daily rate should go up when additional Salesforce certifications have been achieved

Only **22%** of Salesforce Platform Managers feel that salaries and daily rates should go up when additional Salesforce certifications are secured



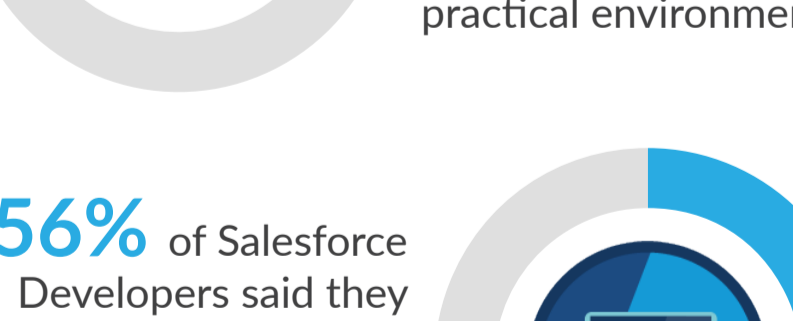
**Equality, Diversity and Inclusion**

**89%** of Salesforce professionals that we surveyed, feel that their current/last employer has a diverse and balanced workforce

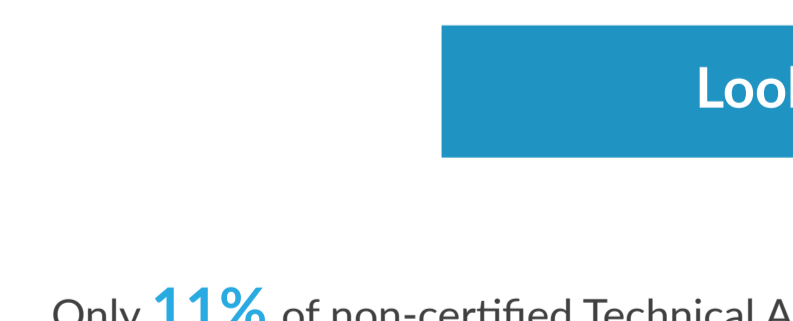


**Let's talk Lightning**

Only **18%** of Salesforce Developers are yet to build Lightning components in a practical environment



**56%** of Salesforce Developers said they wouldn't consider going to a company that had no immediate plans to move to Lightning



**Looking Ahead**

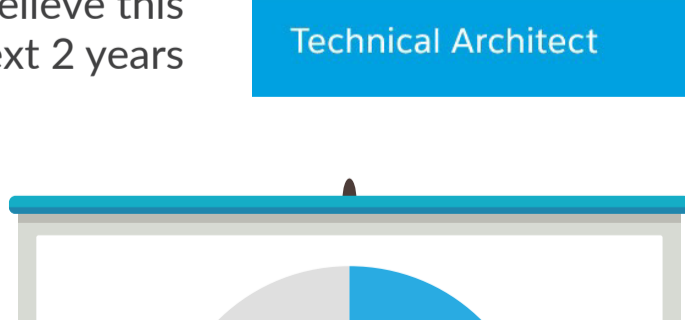
Only **11%** of non-certified Technical Architects don't aspire to become certified. Of those who do have aspirations, **98%** that do aspire to become a certified Technical Architect, believe this is a realistic achievement in the next 2 years



**57%** of Salesforce Technical Architects surveyed have a mentor

**29%** of Salesforce Administrators told us that they have a mentor

Only **5%** of Salesforce Business Analysts have a mentor



of those expecting to become a certified Technical Architect in the future, believe that they could realistically achieve this in the next year

**88%** of Salesforce professionals feel more positive about the Salesforce market than last year