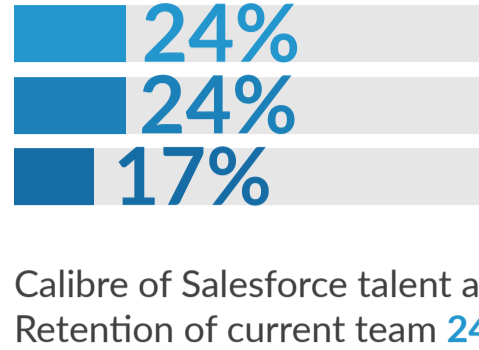


2020 ANZ Salesforce Manager Survey

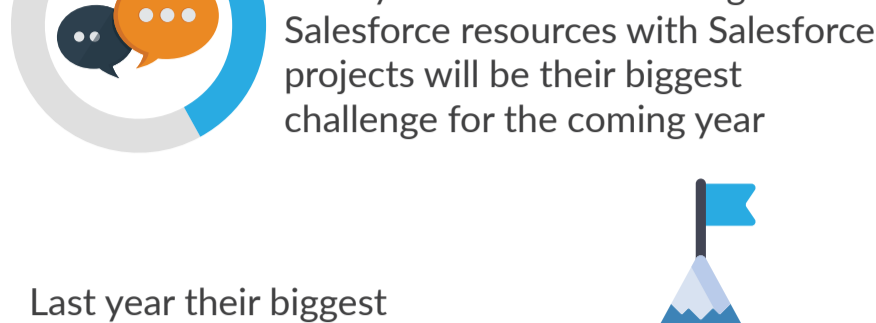
Presented by Talent Hub, the Salesforce Recruitment Experts

Salesforce talent is in short supply

What do Salesforce managers see as the biggest challenge to their team's growth for the next 12 months?



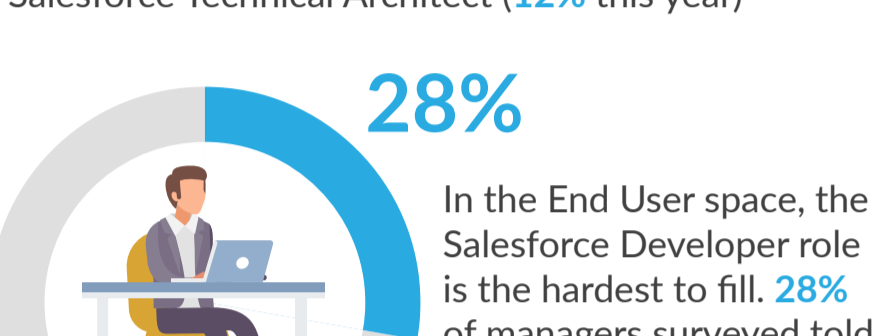
Calibre of Salesforce talent available **35%**
Retention of current team **24%**
Balancing resources with projects **24%**
Unustainable salaries **17%**



Last year their biggest challenge was the calibre of Salesforce talent available

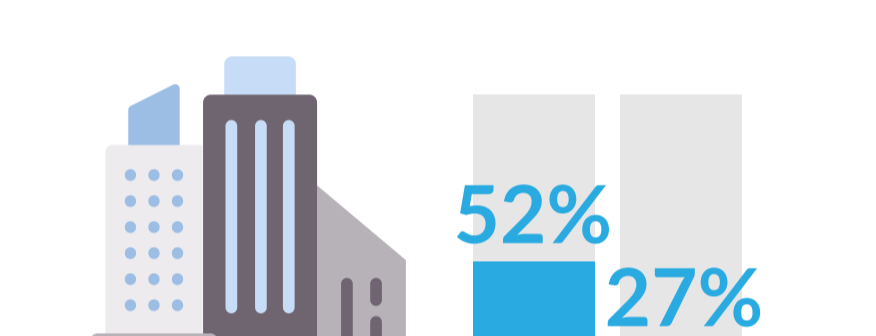


31% of Consulting practices surveyed, said that the Salesforce Functional Consultant role is the hardest to fill, which differs from last year when it was the Salesforce Technical Architect (**12%** this year)



29% of Salesforce managers said that they'd experienced a role being unfilled for over 3 months due to a lack of available talent, up from **24%** 12 months ago

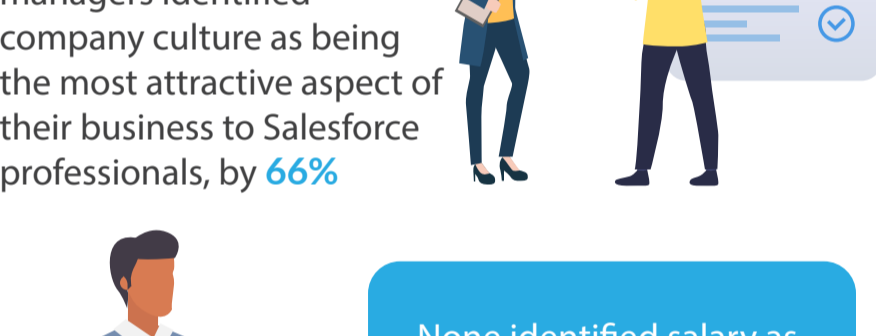
Attracting Salesforce talent



52% of Salesforce managers feel that they have a good reputation in the Salesforce ecosystem, whereas **27%** admitted that they're unsure of their companies reputation

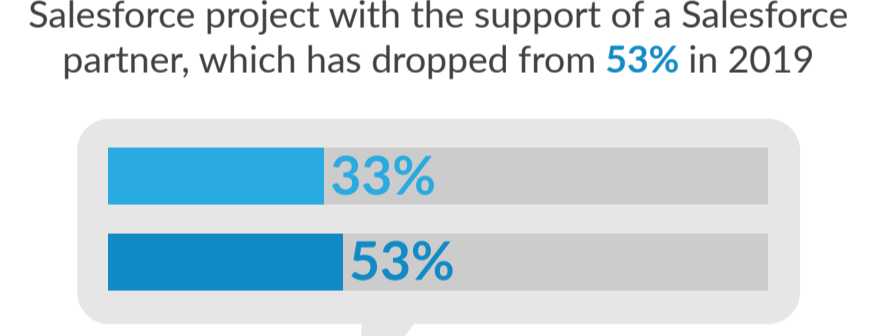


In Consulting practices, managers identified company culture as being the most attractive aspect of their business to Salesforce professionals, by **66%**



Salesforce teams and projects

33% of End User organisations typically deliver a Salesforce project with the support of a Salesforce partner, which has dropped from **53%** in 2019



53% of Salesforce Consulting managers prefer not to hire Salesforce professionals on a contract basis



Salesforce teams are growing

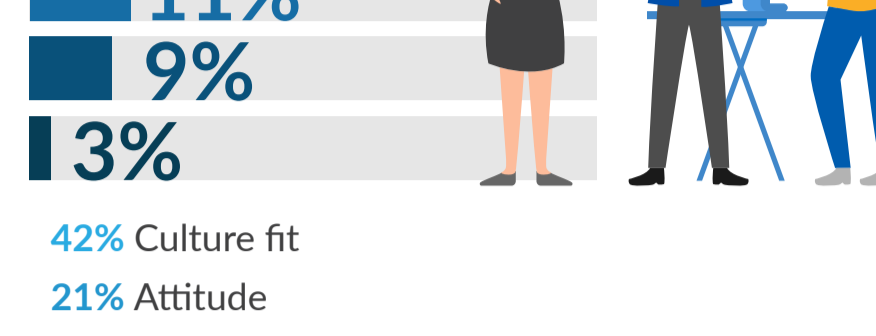


83% of Salesforce managers anticipate growth in their teams in the next 12 months, up from **69%** last year

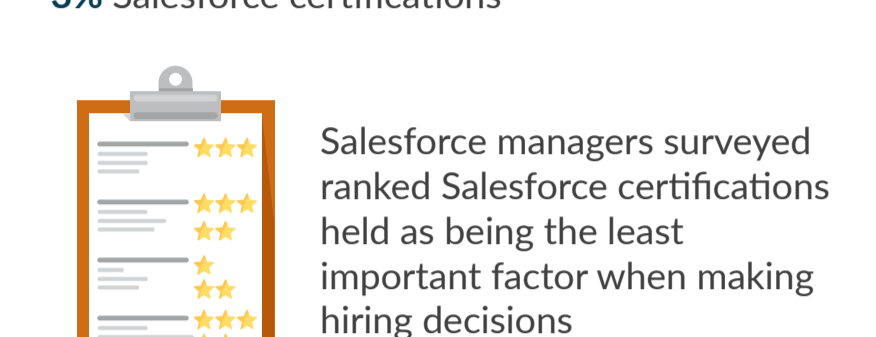
98% of Consulting practices expect to grow their Salesforce teams in 2020

Factors when making hiring decisions

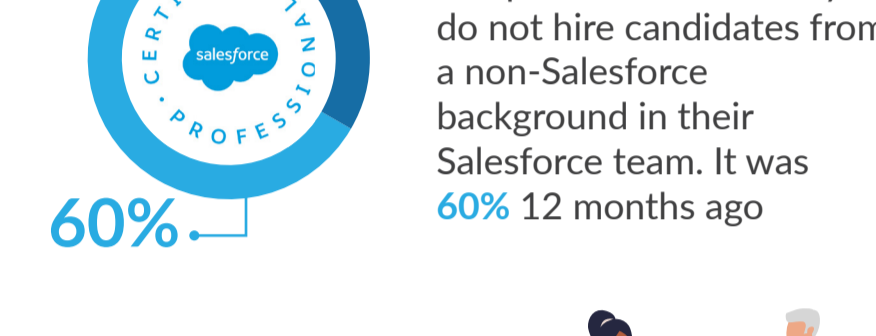
What did Salesforce managers rank as the most important when hiring for their teams?



42% Culture fit
21% Attitude
14% Specific Salesforce product knowledge
11% Communication skills
9% Relevant industry/consulting experience
3% Salesforce certifications



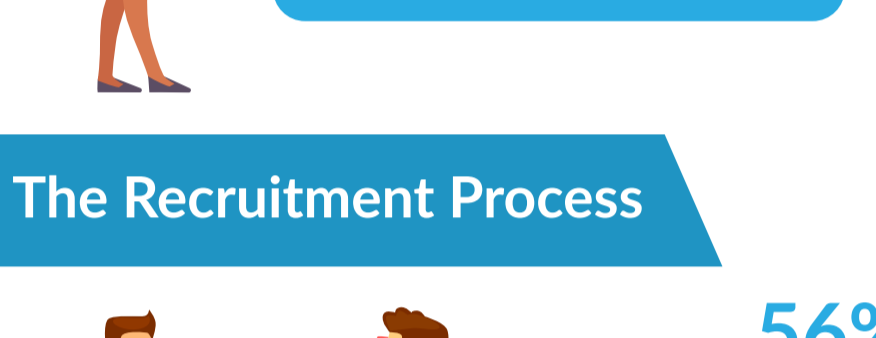
Both End User managers and Consulting managers cited culture as being the most important factor overall, with **42%** ranking it as their top priority



Within Consulting practices **31%** of managers surveyed said that annually, less than **10%** of their workforce are hired with no prior Salesforce experience. This has dropped from **56%** in 2019

Does this indicate that more organisations are open to hiring from a non-Salesforce background?

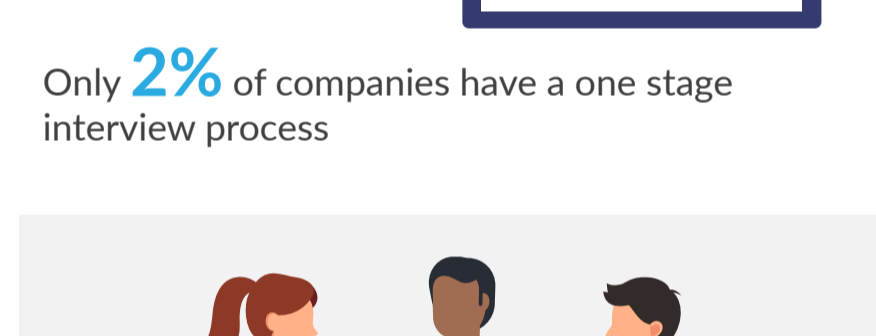
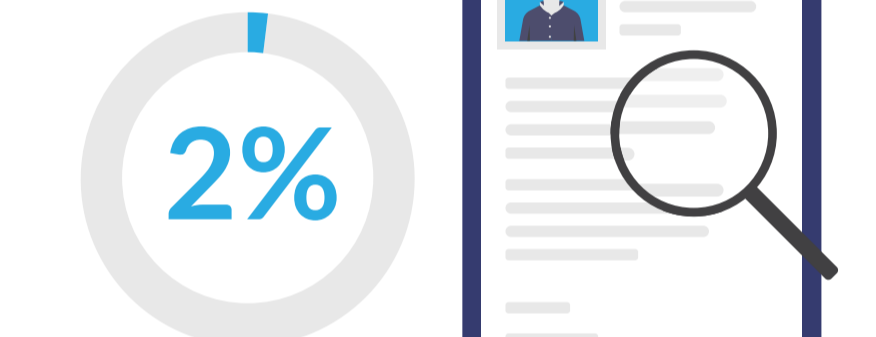
The Recruitment Process



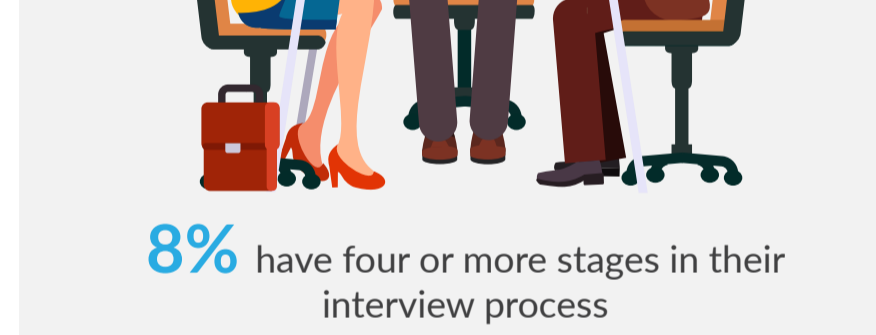
The most common number of stages in a Salesforce interview process is two stages amongst those we surveyed, with **56%** of Salesforce managers saying this



Only **2%** of companies have a one stage interview process

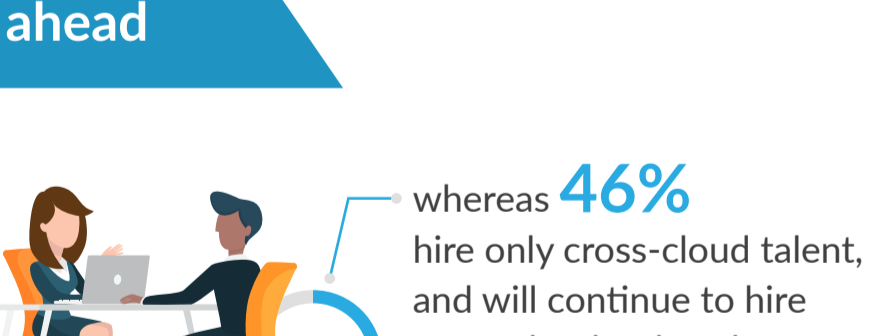


47% of Salesforce Managers commented that less than 1 out of 4 candidates that they interview, are suitable for the role that they are interviewed for

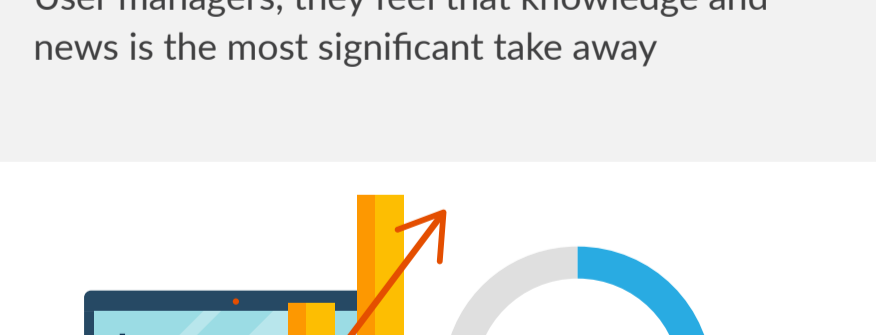


65% of Salesforce managers reported that they've made a hire previously that proved to be a bad fit for the business or role

Looking ahead



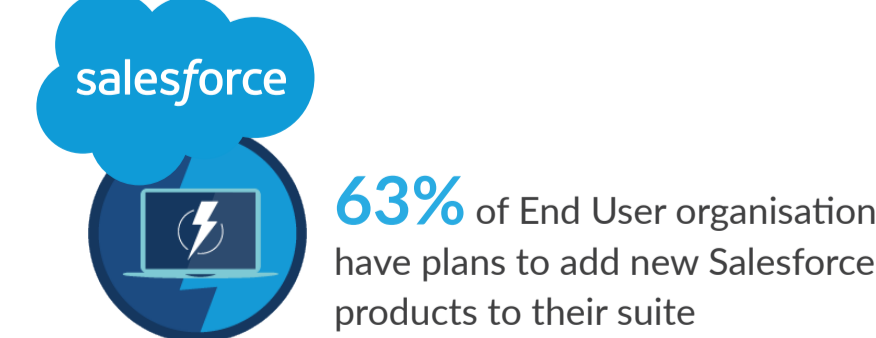
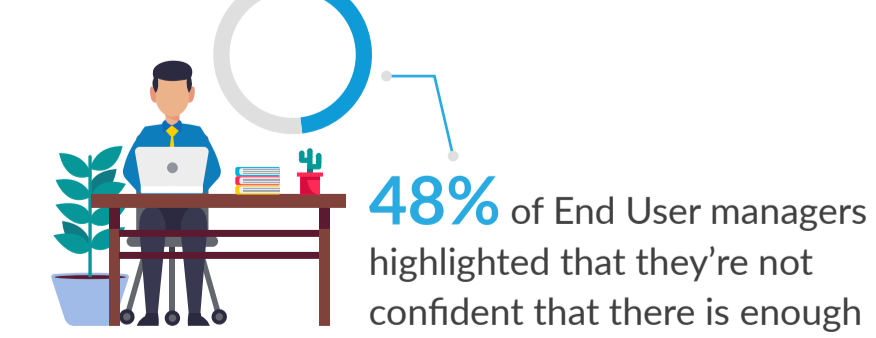
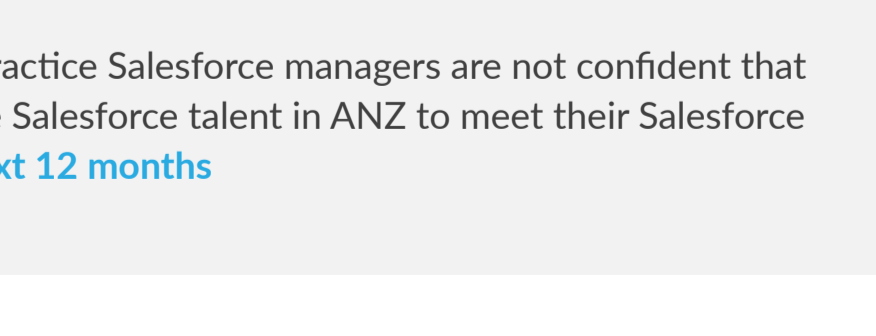
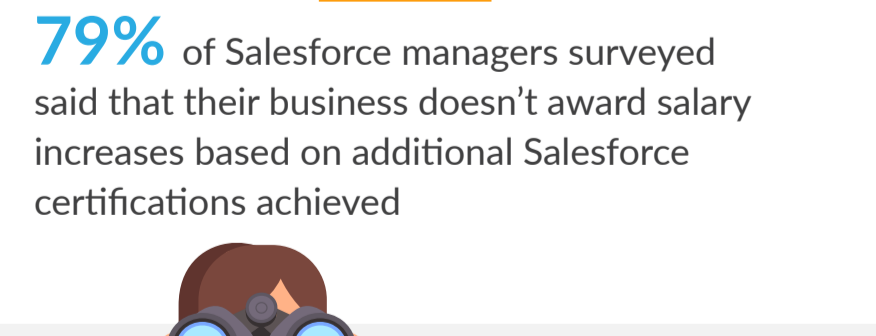
Consulting managers feel that their team gains networking opportunities as the biggest benefit at Salesforce events, whereas for End User managers, they feel that knowledge and news is the most significant take away



79% of Salesforce managers surveyed said that their business doesn't award salary increases based on additional Salesforce certifications achieved



56% of Salesforce professionals feel that additional Salesforce certifications should be rewarded with a higher salary/daily rate



Overall, **87%** feel positive about the future of the Salesforce market

