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INSIGHTS

2023 ANZ Salesforce Market Survey

presented by Talent Hub, the Salesforce Recruitment Experts

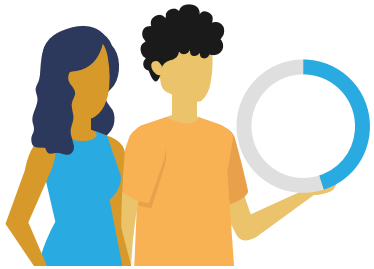
* Data collected in February 2023 | www.talent-hub.com.au

Salesforce Professionals

We spoke to Salesforce professionals for their perspective on salary and recruitment trends. In this section, find out why they are leaving and joining companies, what they are looking for when moving roles, and what the big Salesforce talent attractors are for 2023.

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Current Work Situation



45% Salesforce professionals that we surveyed have been working in the Salesforce ecosystem for **4-7 years**

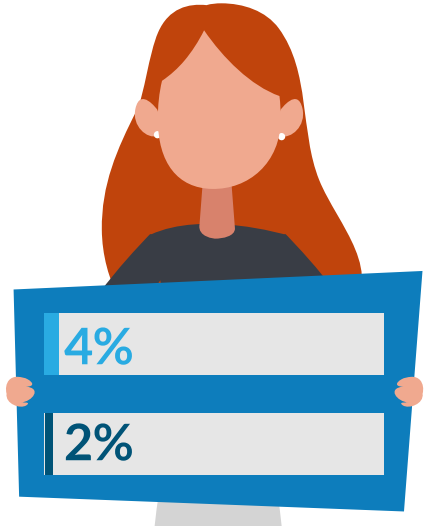
The contract market slipped slightly from **21%** last year, in 2022/23 making up **16%** of the ANZ Salesforce ecosystem





43% of Salesforce Project Managers are currently working in a contract role, making them the job title most likely to seek contract employment in ANZ. The percentage of Business Analysts working in a contract role was the largest last year - this year they sit the second largest group at **33%**

Only **4%** of ANZ Salesforce professionals are in between roles/immediately available, which has risen slightly from **2%** last year

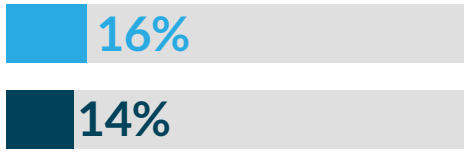




The Platform Manager space reported the largest number of immediately available Salesforce professionals at 9%, last year it was Business Analysts

Salesforce Team Turnover





The most frequent reason for Salesforce professionals leaving their last role is remuneration (16%), closely followed by lack of support from management **(15%)**



Lack of progression was the reason for leaving for **12%**

The reasons for being attracted to their next role such as worklife balance and interesting projects surprisingly weren't the most influential reasons for leaving jobs





Only **5%** left due to a lack of interesting work and **2%** left due to a lack of flexibility

7% of Salesforce professionals were impacted by redundancy in 2022/23



59% of Salesforce professionals expect to be in their current role for at least the next 12 months, with only **12%** planning to leave in the next 6 months. This is in line with the data from last year



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SALESFORCE CERTIFIED

Technical Architect

62%

86%

Salesforce Certified Technical Architect has always been the market with the least turnover expected, however with only **62%** planning to be with their current employer this time next year, down from **86%** last year, we have seen a shift here

This year Mulesoft professionals expect to stay the longest, with 92% planning to stay for over a year





Project Managers had the smallest number of those surveyed planning to stay for over a year, at **33%**

Attracting and Retaining Top Talent

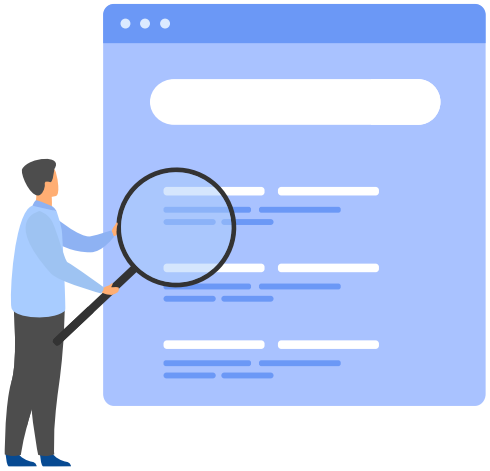


Most Salesforce professionals only visit jobs boards such as Seek, Indeed etc. a couple of times a year **(29%)**. Salesforce Administrators look the most frequently with **26%** visiting monthly

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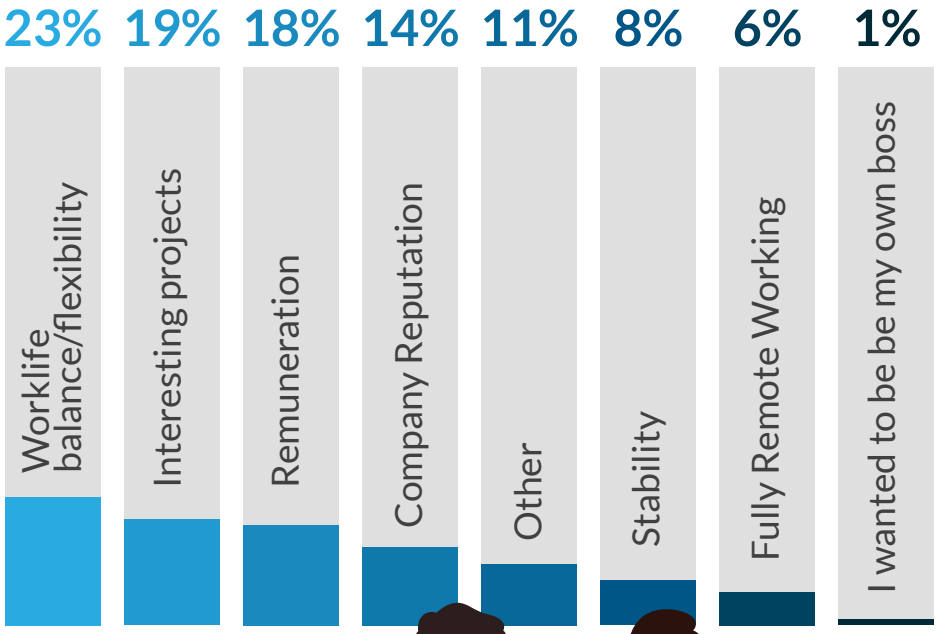
16% of Salesforce professionals that we surveyed never look and this rose for CTAs, **46%** of whom never look at jobs boards





23% of Salesforce professionals said that worklife balance/flexibility was the number one attraction to their current role. Last year it was working on challenging projects

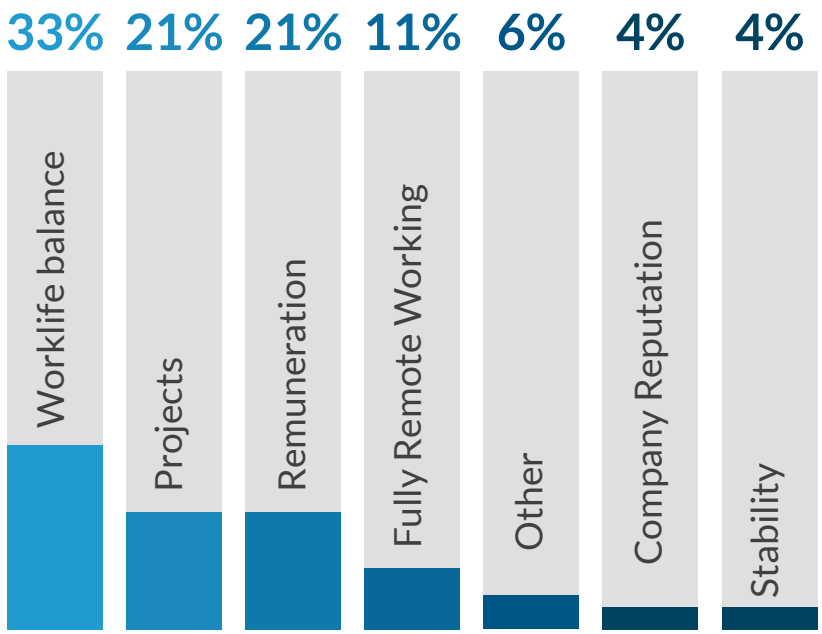
Primary reasons for Salesforce professionals taking current/last role





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Factors which will be most important when Salesforce professionals next look for opportunities

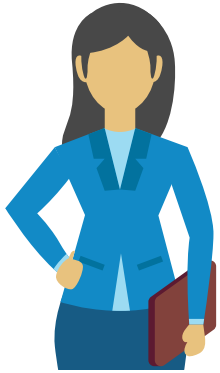




When next looking at opportunities, worklife balance/flexibility will be most important to them (33%) which is the biggest attractor overall across Salesforce professionals in ANZ as a whole in 2022/23, and fully remote working rises in importance when seeking a new role

12% of Salesforce professionals have been in their role for 6 months or less, versus 21% who said this last year. Has there been less movement recently?





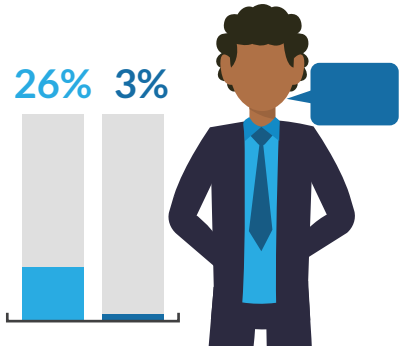
Last year surveyed Salesforce professionals also said that worklife balance was the most important factor when looking at new opportunities

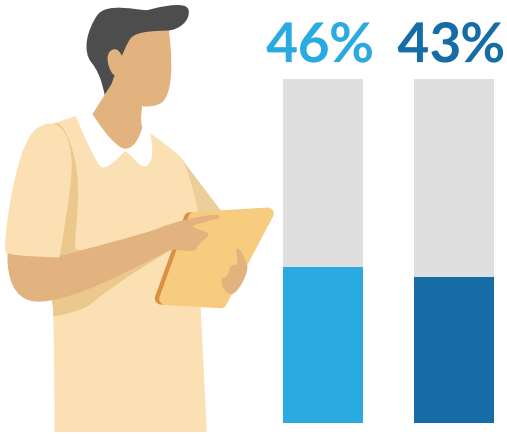
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The Contract Market

26% of Salesforce professionals said that they would prefer a contract role in their next move, with a preference of daily rate over fixed term. Only **3%** of Salesforce professionals would consider a fixed term contract for their next move





Contracting proves to be the most popular with Salesforce Architects with **46%** preferring a contract role, and **43%** of Salesforce Developers

81% of Salesforce professionals would consider contracting however contract length is crucial. **72%** would only consider contracts of over 6 month, and of those, **38%** would seek over 12 months



Where do Salesforce Professionals Most Want to Work?

2023 is the continued popularity of the end user. **32%** of Salesforce professionals in ANZ that we surveyed, would ideally like to work for a private sector end user organisation



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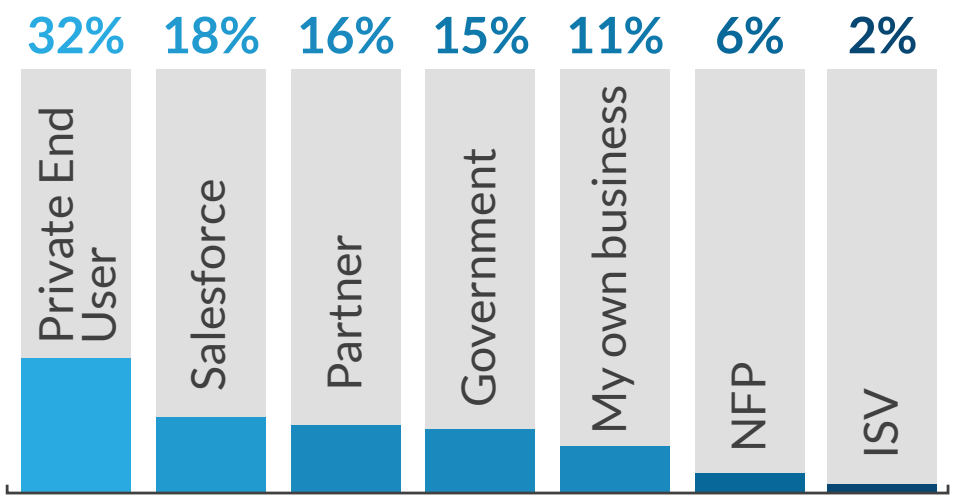
18% would ideally like to work for Salesforce itself, slipping from **28%** last year and from an even higher **39%** in 2020



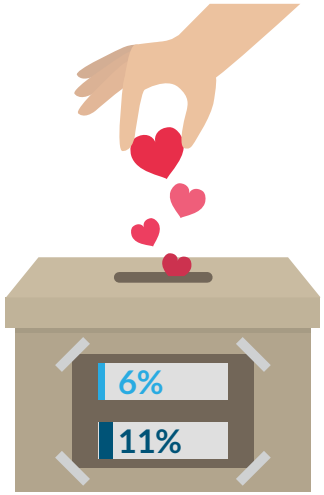


16% would like to for a Consulting Partner as a first preference, this has risen from **7%** last year

Where do Salesforce professionals most want to work?



6% of Salesforce professionals would prefer to work for a **Not-for-Profit** organisation in comparison to other sectors which has fallen back a little from **11%** last year





More Salesforce professionals aspire to start their own businesses this year, with the figure rising to **11%** from only **4%** last year

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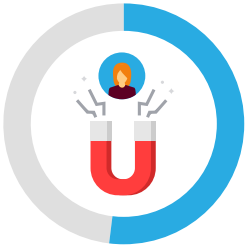
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There's a Lot of Choice for Salesforce Professionals

52% of jobseekers interviewed for **2** or more jobs the last time they moved role and a further **11%** were interviewing for **4+** roles. Less than half only interview for one role



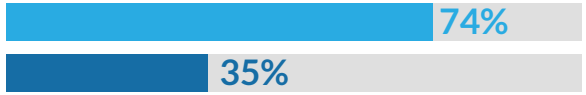




Huge Demand



74% of Salesforce professionals are contacted **2** or more times per month regarding new opportunities. **35%** are contacted at least **4** times

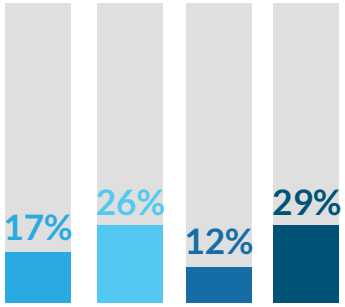


Salesforce CTA's identified Salesforce DevOps Engineers and Salesforce Solution Architects as being the market most lacking in quality resources for their location. None stated Salesforce Developer, which was the most lacking last year

salesforce developers

Salesforce Teams and Projects





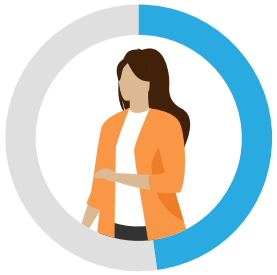
17% of Platform Managers currently don't have any direct reports, with **26%** having between **2** and **4** direct reports, and **12%** having 10 or more. Last year **29%** of Platform Managers had no direct reports, are in-house Salesforce teams growing?

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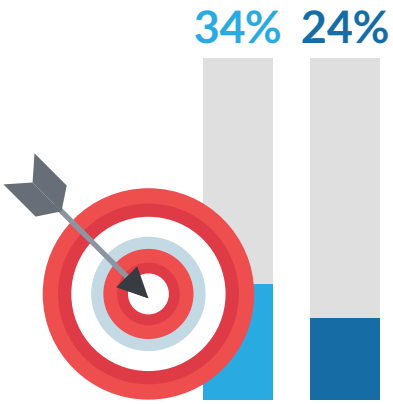
96% of Salesforce Project Managers consider a blend of Agile and Waterfall to be the best methodology for delivering Salesforce projects **#Wagile**





48% of Project Managers have previously worked in a hands-on Salesforce role e.g Functional Consultant. This is up from **33%** last year

Lack of clear business goals was the challenge identified for most Project Managers in delivering their projects **(34%)**, followed by scope creep **(24%)**. Last year a lack of quality/experienced resources in the market was the second biggest challenge to a lack of clear business goals





29%

The Salesforce Technical Architect was named as being the skillset most difficult to source by Project Managers **(29%)**

86%



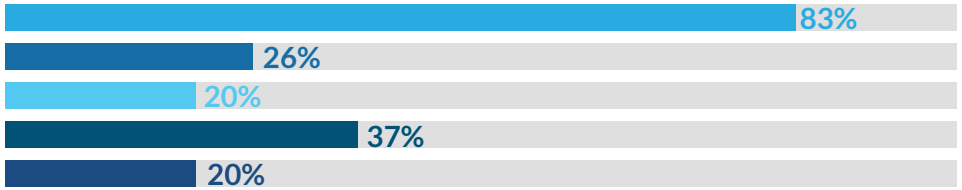
Most Project Managers consider Salesforce platform knowledge to be important or essential in the role of a Salesforce Project Manager



Remuneration and Upskilling



83% of Salesforce professionals wouldn't move roles unless they were securing a pay rise, with **26%** looking for an increase of **20%** or more. This figure has stabilised from last year, when **37%** were looking for an increase of **20%** or more



51% of Salesforce professionals feel that additional Salesforce certifications should be rewarded with a higher salary/daily rate

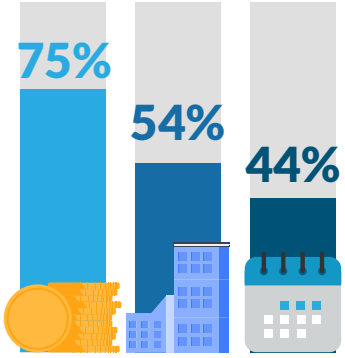


SALESFORCE CERTIFIED Administrator

64% of Salesforce Administrators feel that their salary/daily rate should go up when additional Salesforce certifications have been achieved. This has risen from last year when **59%** felt this way

46% of Salesforce Platform Managers feel that salaries and daily rates should go up when additional Salesforce certifications are secured, which has also risen from **38%** last year

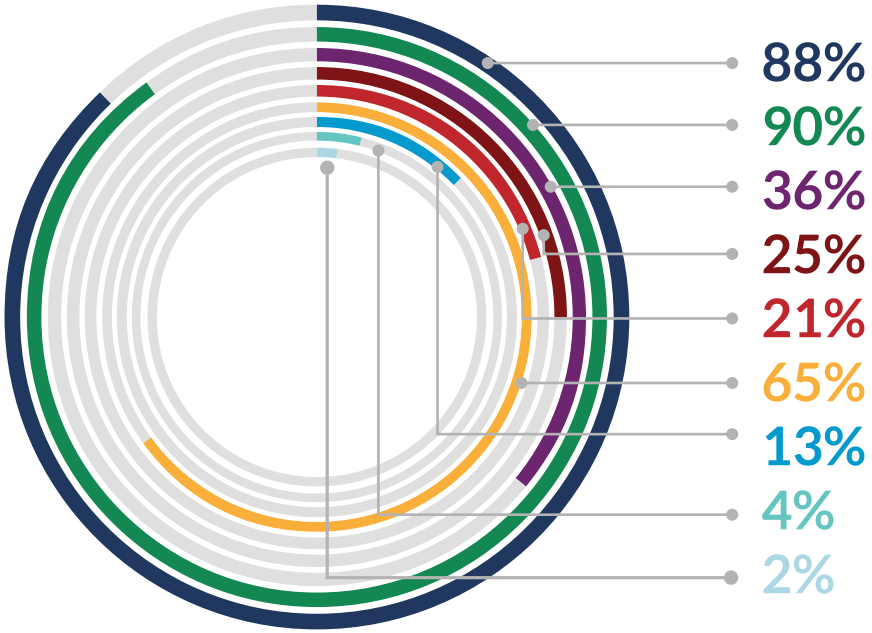




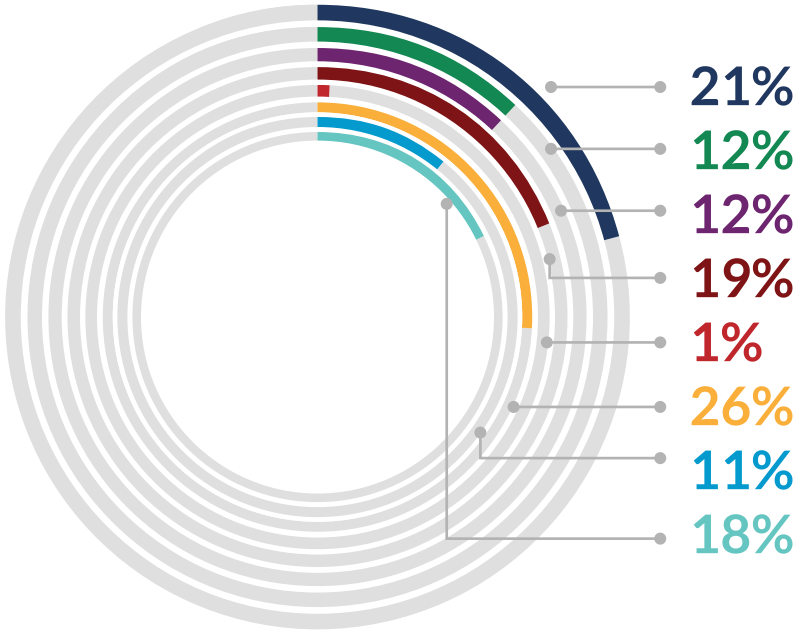
75% of Salesforce professionals have received a pay rise in the last 12 months, **54%** at their current company without even needing to move roles, which has risen from **44%** last year

Salesforce Related Clouds/Products

Which Salesforce related Clouds/Products Salesforce professionals have practical experience with, in a commercial environment?



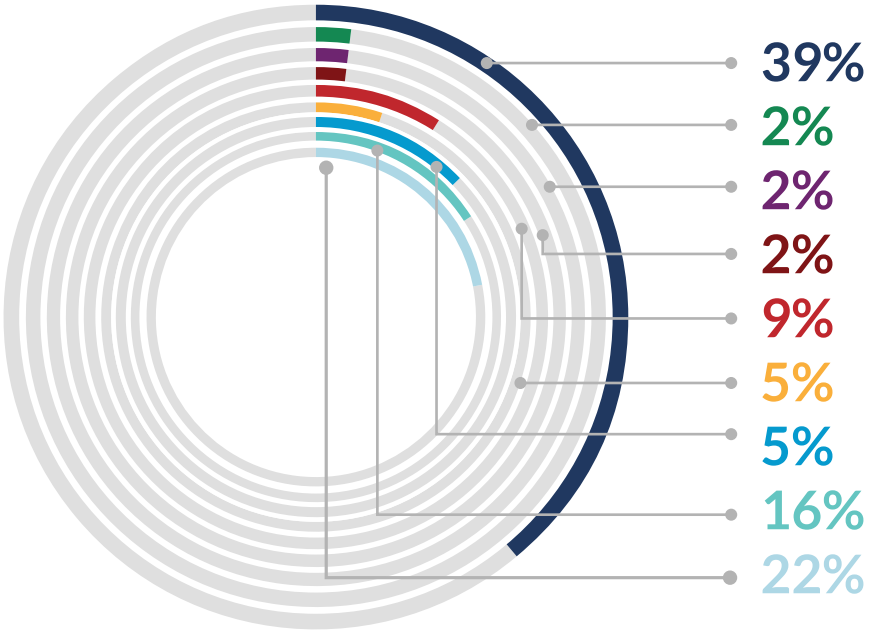
- Sales Cloud
- Service Cloud
- Marketing Cloud
- Pardot
- Field Service Lightning
- Experience Cloud (Communities)
- Revenue Cloud (CPQ)
- Commerce Cloud (B2B)
- Commerce Cloud (B2C)



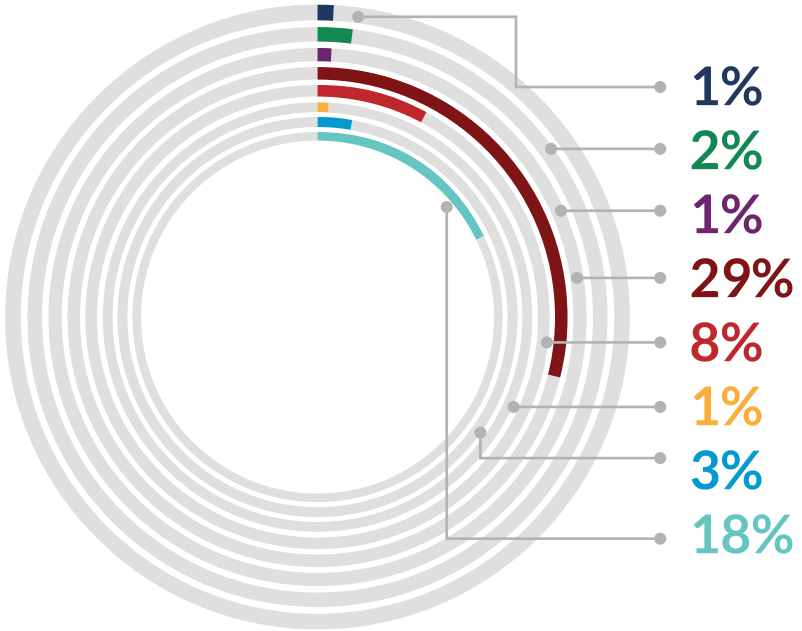
- Mulesoft
- TableauCRM
- Tableau
- MyTrailhead
- Net Zero Cloud
- SalesforceDX
- FinancialForce
- Slack

Salesforce Related Clouds/Products

Which Salesforce Industry Clouds Salesforce professionals have had exposure to in a commercial environment



- None
- Automative Cloud
- Communications Cloud
- Consumer Goods Cloud
- Education Cloud
- Energy and Utilities Cloud
- Salesforce for Insurance
- Financial Services Cloud
- Health Cloud

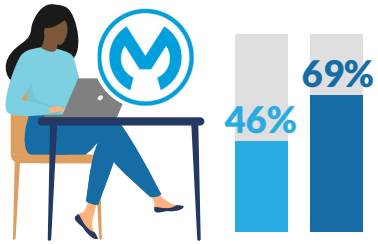


- Vaccine Cloud
- Consumer Goods Cloud
- Manufacturing Cloud
- Non Profit Cloud
- Government Cloud
- Media Cloud
- Other (please specify)
- Slack

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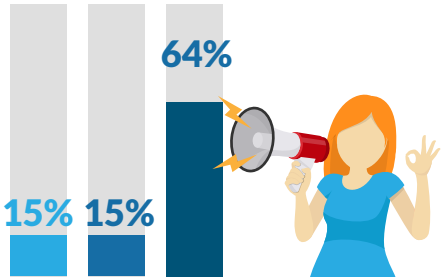
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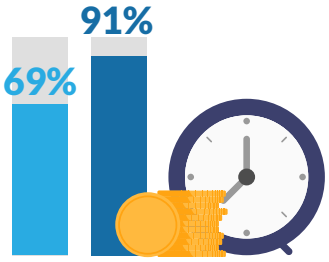
A Spotlight on Mulesoft



Most Mulesoft professionals who responded class themselves as Lead level **(46%)** and **69%** have worked in the Mulesoft ecosystem for **4 years** or more

Most Mulesoft professionals told us that some of the projects they now work on have a Salesforce CRM component **(15%)**, however only **15%** said that most do, which is down from **64%** last year

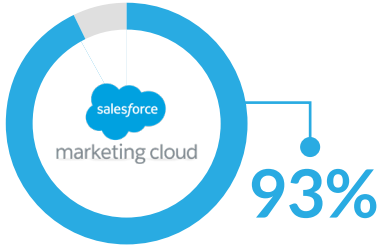




Most Mulesoft professionals said that they're currently investing time into learning more about the Salesforce core platform, or already have done **(69%).** This has fallen from nearly all last year **(91%)**

The Marketing Cloud Market

Most Marketing Cloud professionals said that they thought it's important for them to have a good understanding of the Salesforce core platform





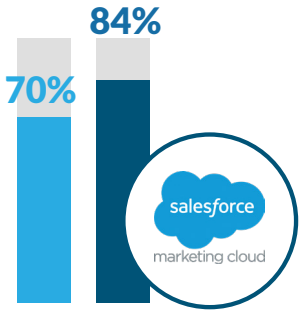
96% of Marketing Cloud professionals that we asked have spent 4 years or longer working in the Salesforce/ExactTarget ecosystem. How strong is the pipeline of new talent?

44% of Marketing Cloud professionals that were surveyed would consider a role outside of the Salesforce ecosystem



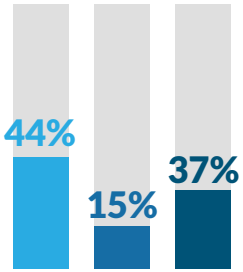
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However, **70%** of Marketing Cloud professionals said that based on current markets and trends, that they are optimistic about the continued growth of Salesforce opportunities in their area of expertise. This has dropped back from **84%** last year

Private sector end users are still the Marketing Cloud professional's employer of choice at **44%**. **15%** of those surveyed said that Salesforce itself would be the place that they'd most like to work, down from **37%** two years ago

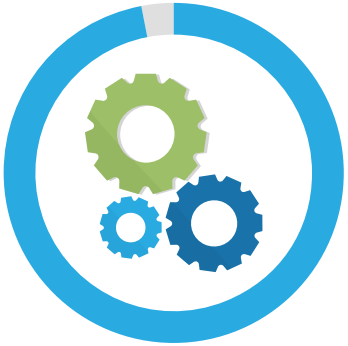




The Salesforce Developer

89% of Salesforce Developers have built Lightning Web Components in a practical environment outside of Trailhead/Dev org

97% of Salesforce Developers have used source control management tools in their current or last role





44% of Salesforce Developers are currently upskilling in other programmatic languages

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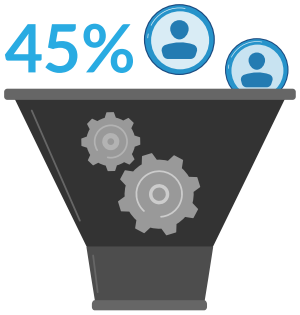
67% of Salesforce Developers consider themselves to be full-stack Salesforce Developers, up from **38%** last year



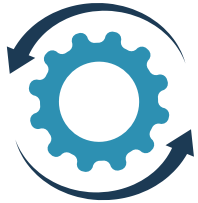


5% of Salesforce Developers consider themselves to be DevOps specialists

45%



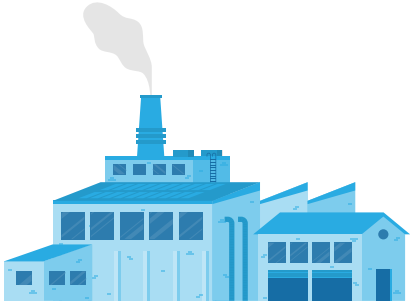
The largest percentage consider themselves to be Salesforce Development Leads



94% of Salesforce Developers use CI/CD tools in their current/last role

81% of Salesforce Developers have invested time in learning skills in Salesforce's most recent acquisitions



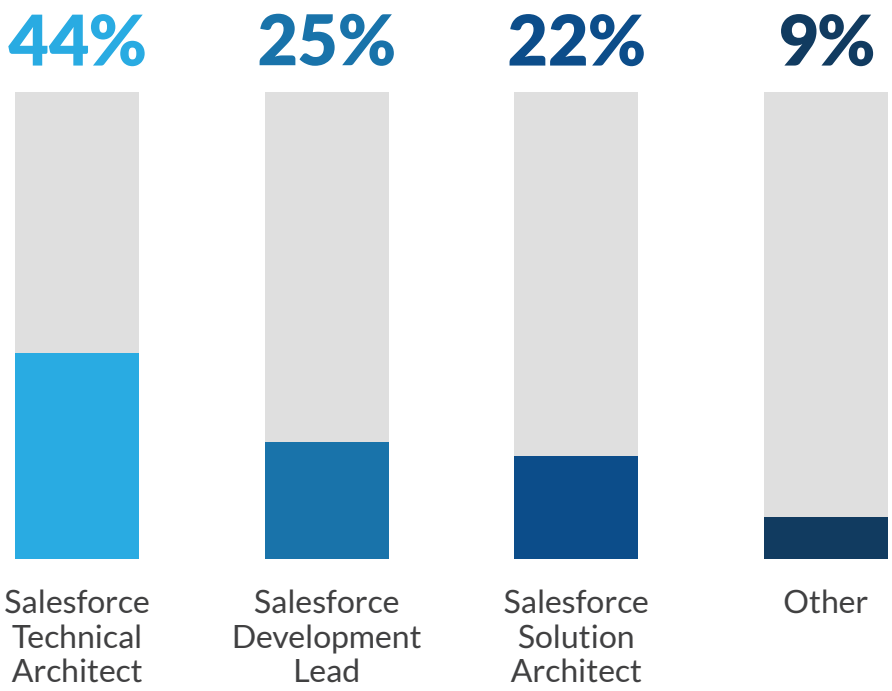


Salesforce Industries is the most popular area to upskill in, with **26%** currently learning and a further **23%** interested in learning



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What do Salesforce Developers want to do next?



The Platform Manager

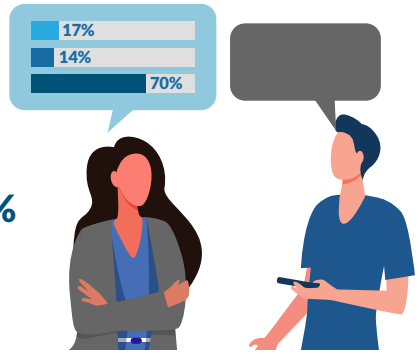
57% of Platform Managers surveyed are responsible for managing other non-Salesforce related platforms





Most Platform Managers spend **1-10%** of their day working hands-on on configuration and development **(26%)**

17% don't do any configuration or development at all, and **14%** spend over **70%** doing this. Is there a lot of variation within this job title?



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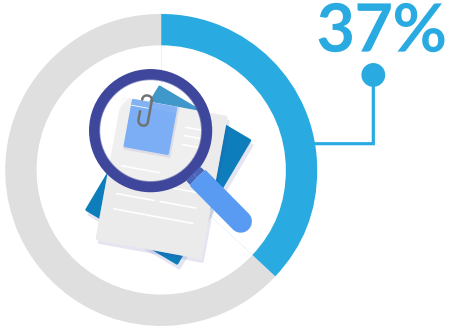
62% of Platform Managers report the rate of adoption in their current/last company as high. Only **6%** rate it as low





77% of Platform Managers are, or have been, in a hiring capacity

The Salesforce Developer role is the one that the most Platform Managers identify as being the most challenging to fill



Awesome Admins

Nearly all Salesforce Administrators surveyed said that they shouldn't be expected to code





13% of Salesforce Administrators can already code in Apex, down from **18%** last year. **21%** are learning, and **41%** would like to learn in the future

37% of Salesforce Administrators we asked consider themselves to be at Intermediate level when building Lightning Flows

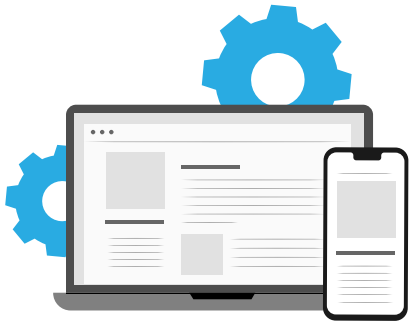


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2023 ANZ Salesforce Talent Survey

INSIGHTS

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63% of Salesforce Administrators are managing deployments using change sets in their current/last role, up from **55%** last year, and **22%** use AppExchange deployment tools or other industry solutions, up from up from **9%**

AppExchange and other industry solutions referenced most frequently were Copado and Gearset

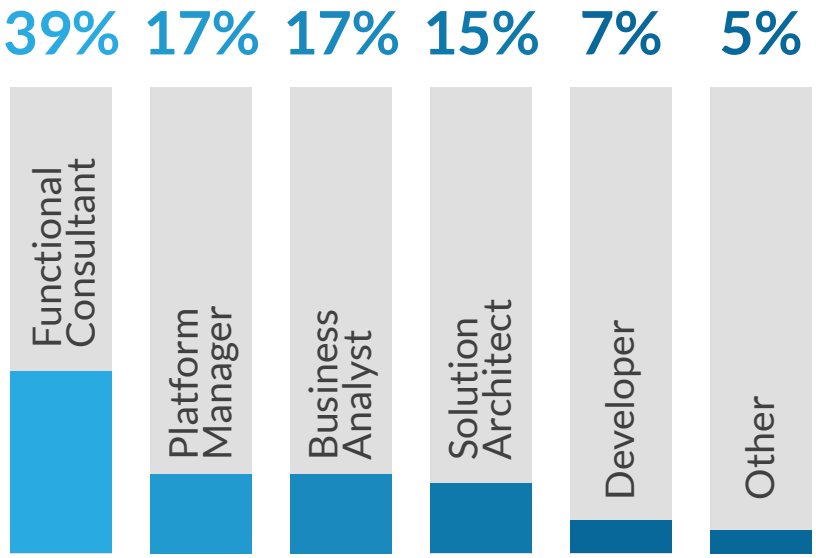
salesforce appexchange



15% of Salesforce Administrators are not responsible for deployments in their current/last role

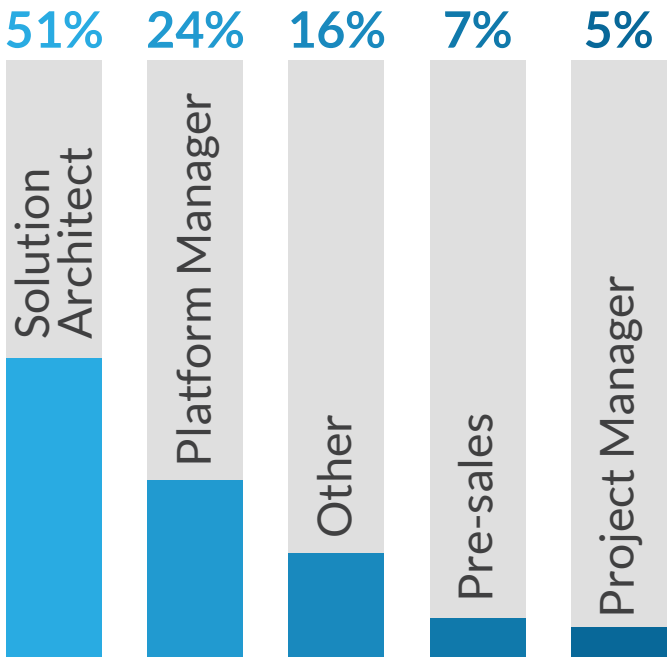


Most Salesforce Administrators that we asked consider themselves to be Mid-level **(42%)**. Only **8%** of those asked consider themselves to be Junior



What do Salesforce Administrators want to do next?

Aspirations After Functional Consultant



What do Functional Consultants want to do next?

41% of Functional Consultants aspire to become a CTA at some stage in the future, for **31%** this is realistically over 2 years away

Commerce Cloud

All of the Commerce Cloud specialists surveyed have worked in the Salesforce ecosystem for over **4 years** and over half consider themselves to be at Lead level





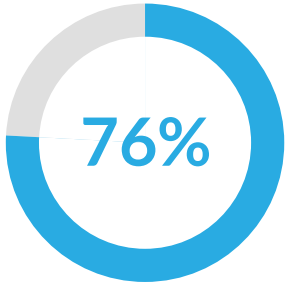
26% of Commerce Cloud professionals have experience in both B2C and B2B

Over half of Commerce Cloud specialists are contacted about new opportunities over **9 times** a month





Commerce Cloud professionals we surveyed were the most likely to want to work for Salesforce themselves, with over half saying this

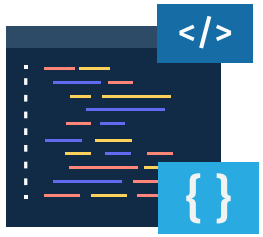


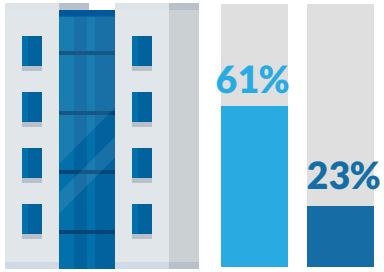
believe that it's important to have a good understanding of the core Salesforce platform



The CTA

62% of CTAs we surveyed come from a coding background





61% of CTAs we surveyed were part of a CTA study group prior to passing the CTA Review Board, **23%** with external companies or peers

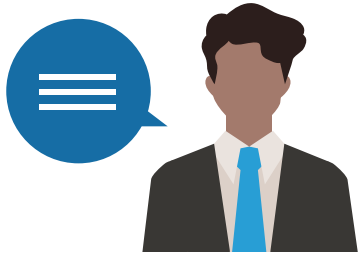
CTAs reported spending the greatest percentage of their time within a technical architecture/delivery capacity **(62%),** however many would rather be spending more time immersed in an advisory capacity **(62%)**



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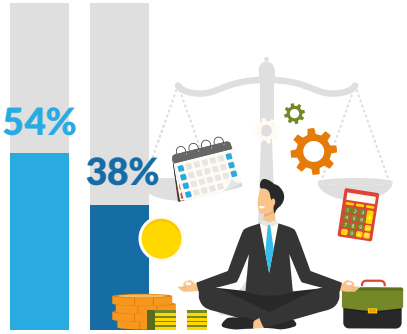
No CTA's said that they would like to spent the greatest percentage of time in their role undertaking team management and mentoring





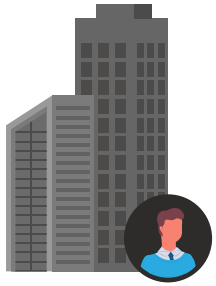
85% of CTAs continue to sit further Salesforce certifications post Review Board out of choice, up from **57%** last year

CTAs were more influenced by the reputation of their current employer than other job titles when selecting their current role **(54%)**, however, worklife balance would take precedence in their next move **(38%)**



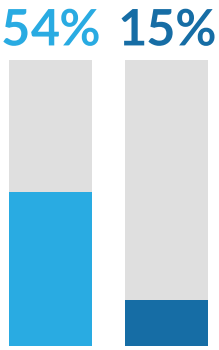
23% of CTAs that we surveyed have their own business, the highest of any of the job titles we looked at





All CTAs we surveyed mentor aspiring CTAs, at least within their current company

We asked Salesforce CTAs what the biggest benefit has been since passing the Review Board. **54%** said greater credibility. Only **15%** each said that it was achieving more influence in their role or organisation, greater earning potential or greater opportunities





32% of CTAs we asked have considered a role outside of the Salesforce ecosystem in the last 24 months

Solution and Technical Architects



58% of the Solution and Technical Architects that we asked come from a coding background



Only **36%** of Solution Architects say that their salary/rate expectation increases when additional certifications are achieved, which is lower than the average for Salesforce professionals in general. The average answer across all Salesforce job titles was over half, at **51%**





Half of Solution Architects have aspirations to become a Certified Technical Architect **51%**, down from **68%** last year

17% see it as a longer term goal of achieving in 2 years time or more





14% said realistically they hope to achieve it in the next 12 months

47% expected to achieve it within 12 months in 2020, why the shift?



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Only **20%** of Architects believe that there's a good balance of experience, quality and candidates in the Salesforce market



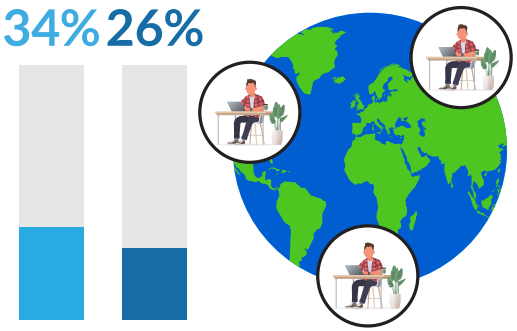
Most Architect surveyed reported that there's a shortage of quality in the talent pool in ANZ **(52%)**

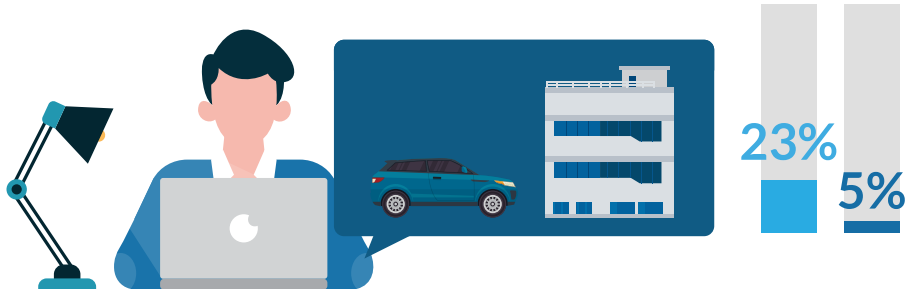
A Move Towards Remote Working?



Salesforce professionals have embraced remote working and **98%** have a preference for adopting a permanent regular remote work pattern, which is up from **92%** two years ago

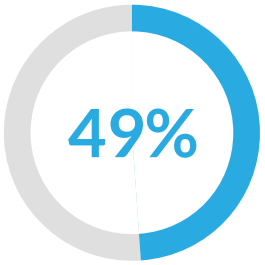
2 days a week working from the office is the preferred balance for most Salesforce professionals **(34%),** closely followed by 1 day in the office **(26%)**





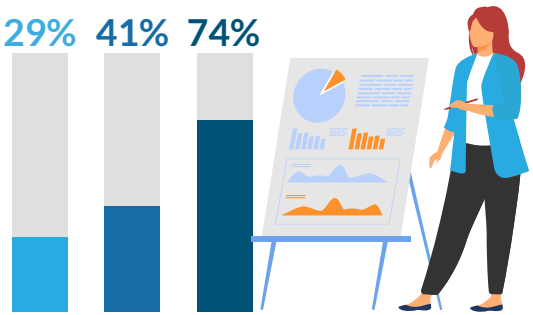
Fully remote working is the preference for **23%,** which indicates that most Salesforce professionals would like some kind of level of office contact. However, anything over 3 days is strongly unfavoured, with only **5%** happy to commute to the office for any more time than this per week

Review Boards and Mentorship and Expectations



49% of non-certified Architects don't aspire to become a CTA, which has risen from **31%** last year

Less than half **(29%)** of Salesforce Architects have a mentor, down from **41%** last year. However, **74%** mentor other Salesforce professionals





32% of Salesforce professionals overall told us that they have a mentor. The most mentored job title was Marketing Cloud professionals and the least was the Salesforce Administrator group

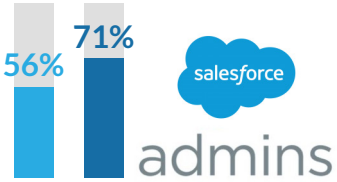
93% of Salesforce Business Analysts think that those in the role should be expected to have Salesforce configuration skills, up from **79%** last year



salesforce APEX

22% are unsure about the continued growth of Salesforce opportunities in their area of expertise in the coming 12 months

Most Salesforce Administrators rate the adoption within their current/last company as high **(56%)** however this is down from **71%** last year





72% of Salesforce professionals are optimistic about the continued growth of Salesforce opportunities in their area of expertise in 2023, down from **91%** last year

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INSIGHTS

2023 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

* Data collected in February 2023 | www.talent-hub.com.au

Salesforce Hiring Managers

In this section, we hear from Salesforce Hiring Managers. Find out what their goals look like for the coming 12 months, and what challenges they tend to come up against when recruiting Salesforce talent in their teams. We have their perspective on Salesforce salaries, Salesforce certifications and what their typical interview process looks like in 2023

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Upskilling 40

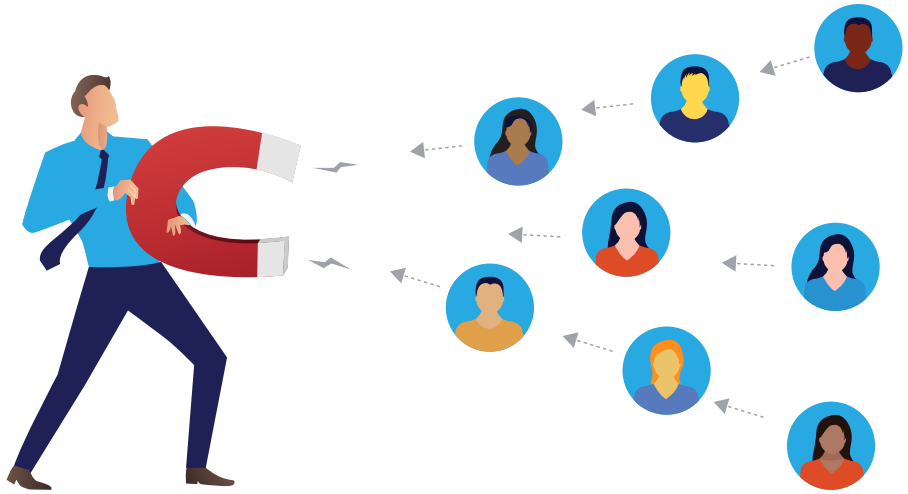
Looking Ahead 40-41

Additional comments and insights from Salesforce professionals 42-43

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?

Attracting experienced talent	24%
Economic factors	17%
Retention of current team	15%
Unsustainable salaries	14%
The speed of process to secure talent	14%
Other	9%
Improving the company brand in the Salesforce ecosystem	7%





81% of Salesforce managers find it challenging to find and hire Salesforce talent, up from **76%** last year

All Consulting managers hired during 2022 **68%** of End User managers made new hires and **67%** of Not for profit managers made new hires



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INSIGHTS

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58% of Consulting managers surveyed said that they found the lack of suitable candidates was their biggest challenge. This has jumped from **26%** who said this last year

Most End User managers said that their biggest challenge has been lack of suitable candidates **(29%)** and salary expectations being higher than their budgets **(28%)**

By comparison last year **41%** of End User managers were concerned with a shortage of available talent



The **Salesforce Developer** and the **Functional Consultant** roles are the hardest role for Salesforce managers to fill in 2023, and this was consistent with last year's results



29% of Consulting practices surveyed, said that the Salesforce Solution Architect role is the hardest to fill, which has changed from last year when it was the Salesforce Developer role

In the End User space, the Salesforce Developer is the hardest to fill according to **36%** of those we surveyed, which has changed from the Salesforce Functional Consultant role last year



Not for profit managers are struggling to fill the Developer, Administrator and Platform Manager roles fairly equally



36% of Salesforce managers said that they'd experienced a role being unfilled for over **3 months** due to a lack of available talent. This has risen by **6%** since last year

2023 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

Hiring in Salesforce Teams



81% of Salesforce managers anticipate hiring in their teams in the next 12 months outside of replacement hires, which is slightly up from **78%** last year

Of the **81%** who expect to hire, most forecast onboarding between **1** and **5** people outside of replacement hires **(67%)**





97% of Consulting practices expect to hire into their Salesforce teams in 2023, and of those expecting growth, **14%** expect to hire over **20** new team members, outside of replacement hires



58% of Consulting practices expected to hire **20+** new team members last year, and so this has balanced out from last year

Over half of the Consulting practices we spoke to, have over 20 team members

58%

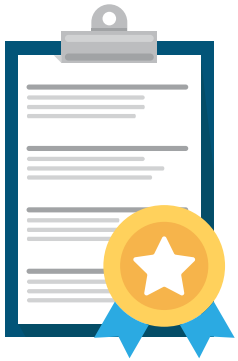




Whilst **78%** Consulting managers do hire Salesforce contractors in their teams, **51%** said that they prefer not to

How much value do you place on Salesforce certifications when making hiring decisions?

Salesforce managers overall surveyed ranked **culture fit** as the **most important** factor when making hiring decisions, and **specific industry** or **domain experience** as being the **least important** factor

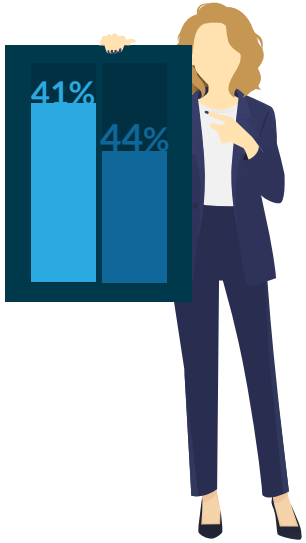




Consulting managers specifically cited **attitude** as being the most important factor overall, with **29%** ranking it as their top priority. This is a priority change for the first time since the annual survey was launched, as up until now it has always been overwhelmingly culture fit. Why the shift?

End User managers have remained in favour of **culture fit** as being the most important factor when making hiring decisions **(41%)**

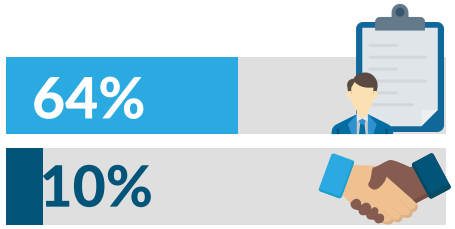
44% of Salesforce managers within End User companies said that they do not hire candidates from a non-Salesforce background in their Salesforce team





However **33%** of Not for profit managers hire from non-Salesforce backgrounds

Within Consulting practices **64%** of managers surveyed said that annually, less than **10%** of their workforce are hired with no prior Salesforce experience



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Attracting Salesforce Talent



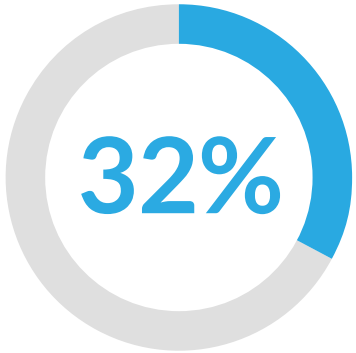
76% of End User managers have to pay more to attract Salesforce professionals to their organisation, when compared to similar skill sets



71% of Consulting managers feel that Salesforce salaries are not value for money when compared to other skillsets



21% of Salesforce managers feel that they have a good reputation in the Salesforce ecosystem, whereas **64%** admitted that they're unsure of their company's reputation



This is a big jump from **32%** of those who were unsure last year. Why is this?



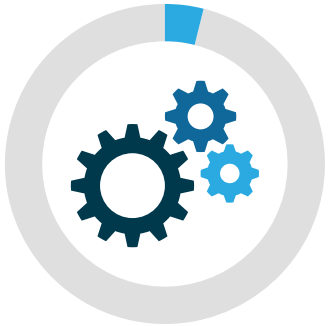
The Recruitment Process

The most common number of stages in a Salesforce interview process is **two stages** amongst those we surveyed, with **62%** of Salesforce managers saying this



2023 ANZ Salesforce Manager Survey

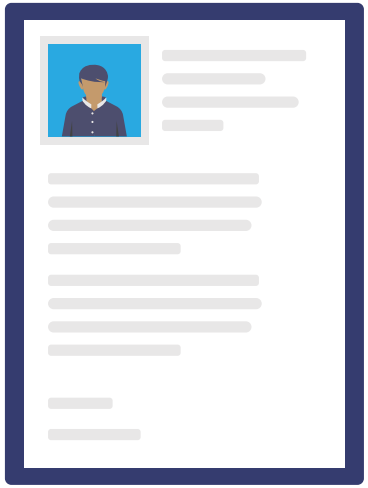
presented by Talent Hub, the Salesforce Recruitment Experts



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



2% have **four or more** stages



64% of Salesforce Managers commented that less than **1 out of 4** of job applicants typically match the job required for the role that they are applying for. This has risen from **45%** who said this last year

For End User managers, **61%** have found that less than 1 out of 4 applicants match the job requirements

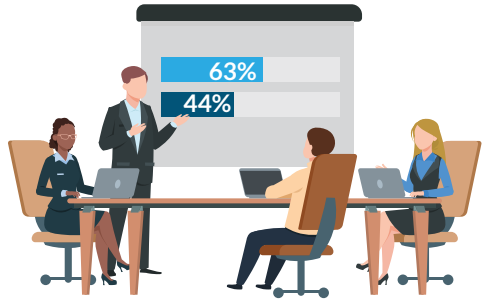




43% of Salesforce managers reported that they've made a hire previously that proved to be a bad fit for the business or role in the last 2 years

Salesforce Teams and Projects

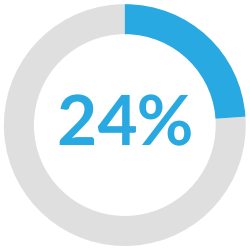
63% of End User organisations typically deliver a Salesforce project with the support of a Salesforce partner, up from **44%** last year

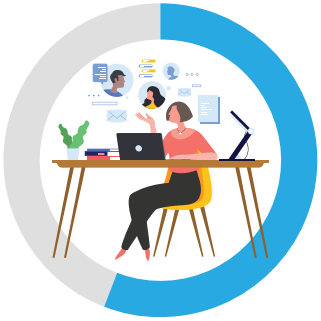


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24% of End User organisations reported that they typically deliver Salesforce projects with an in-house permanent team only, down from **40%** last year

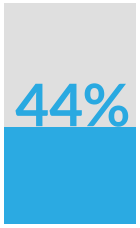




56% of End User managers deliver Salesforce projects with contractors to support their in-house team, up from **12%** last year

36% of End User managers have had to delay or cancel projects due to a lack of available Salesforce talent in the last 12 months, up from **21%** last year

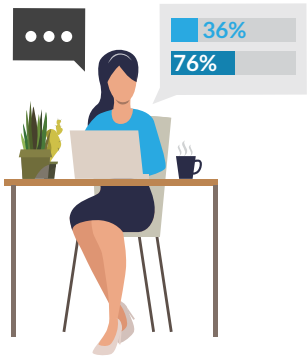




44% of End User managers have experienced turnover within their Salesforce teams in the last 12 months, **4%** losing over **50%** of their team

All Consulting managers of those we surveyed have experienced turnover

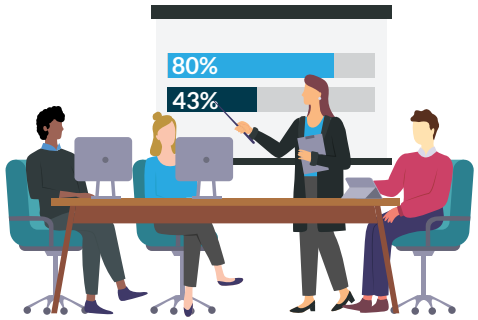
21% of Salesforce managers have made counter offers to resigning team members in the last 12 months, rising to **51%** of Consulting managers





This has fallen from **36%** of Salesforce managers last year





The average utilisation rate for team members has been over **80%** for **43%** of Consulting practices

Almost half of Consulting practices have lost out on potential projects/clients due to a lack of available resources in their teams (43%), which is significant



A Move to Remote Working?



98% of Salesforce managers reported having a preference for some degree of **ongoing remote working** with their teams, meaning that very few Salesforce managers have a preference for their teams to consistently work from the office **5 days a week**

2 days per week working from the office is the ideal balance identified by Salesforce managers at **34%**, closely followed by fully remote working at **31%**. Last year **3 days a week** was preferable to **fully remote**



2 days in the office is also the ideal balance identified by Salesforce professionals this year and so there is alignment here

Fully remote is also popular with both professionals and managers who were surveyed

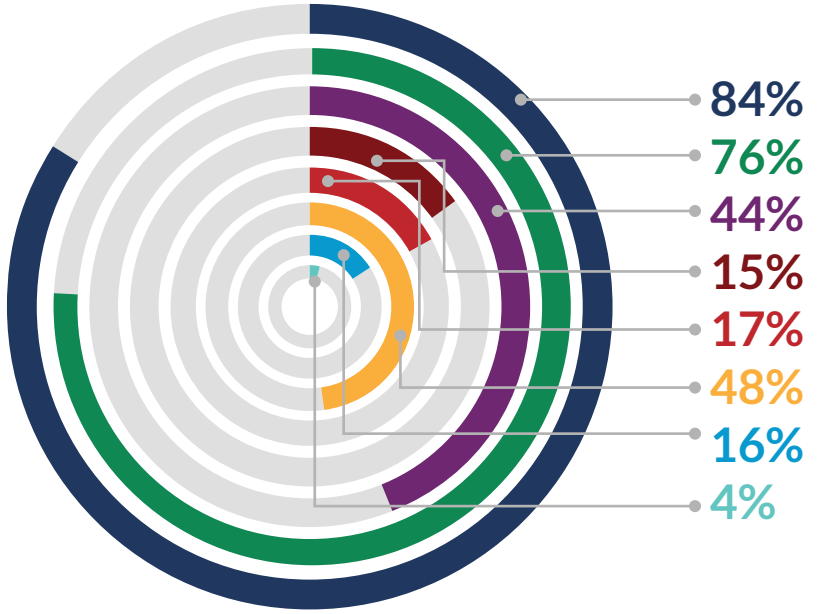
Salesforce Related Clouds/Products

41% of End User managers are planning to add new products to their existing suite this year, last year it was **56%**

Consulting managers expect to see the biggest growth in the region in the **Service Cloud and Experience Cloud** space in 2023, however of those planning to add to their suite, most End User managers singled out **Marketing Cloud**



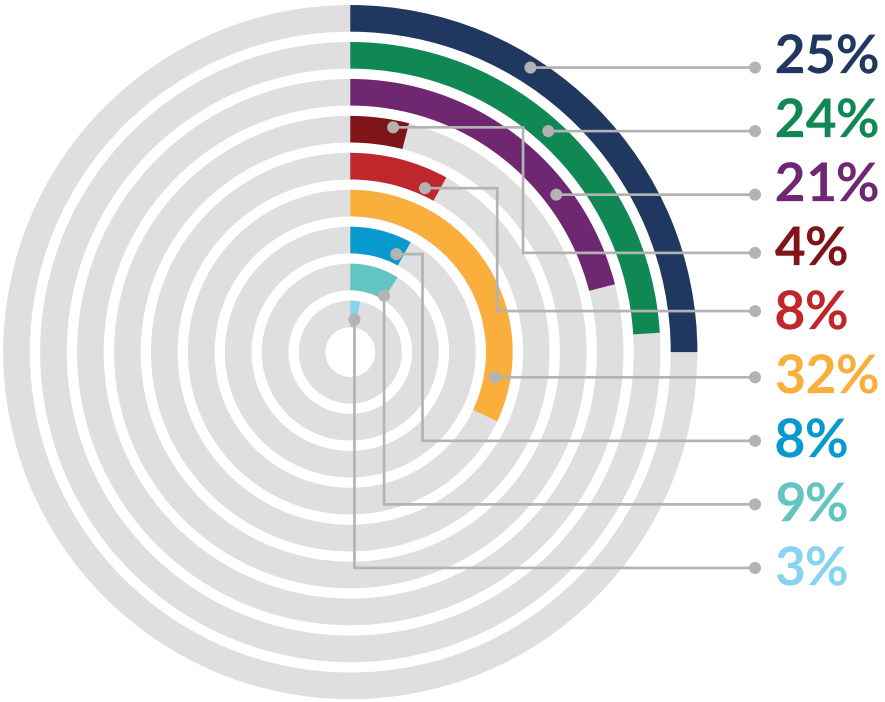
Which Salesforce related Clouds/Products do End Users utilise?



- Sales Cloud
- Service Cloud
- Marketing Cloud
- Pardot
- Field Service Lightning
- Experience Cloud (Communities)
- Revenue Cloud (CPQ)
- Commerce Cloud

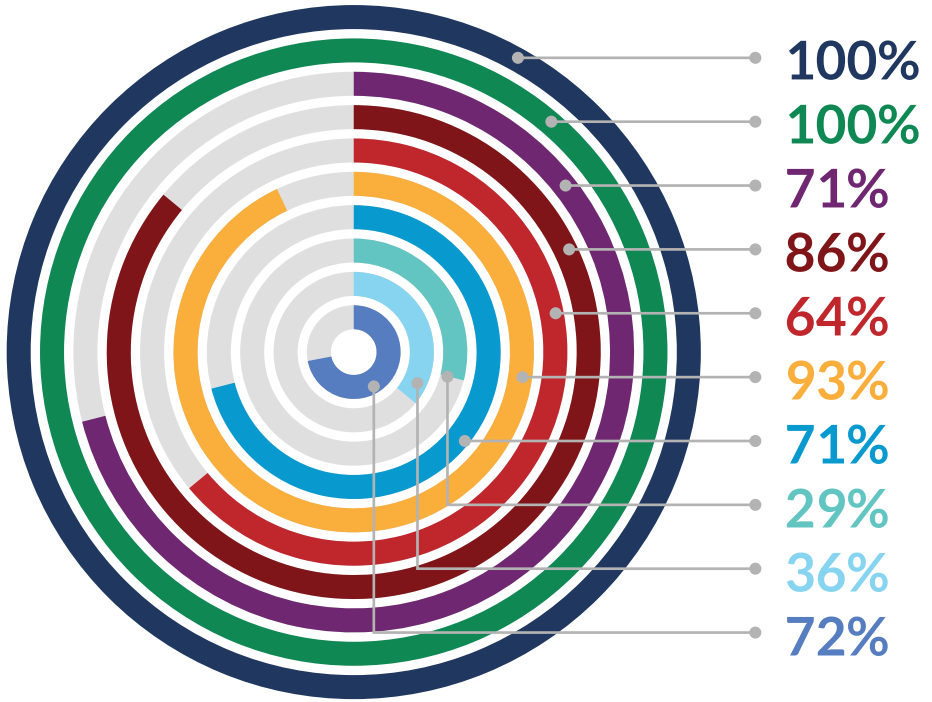
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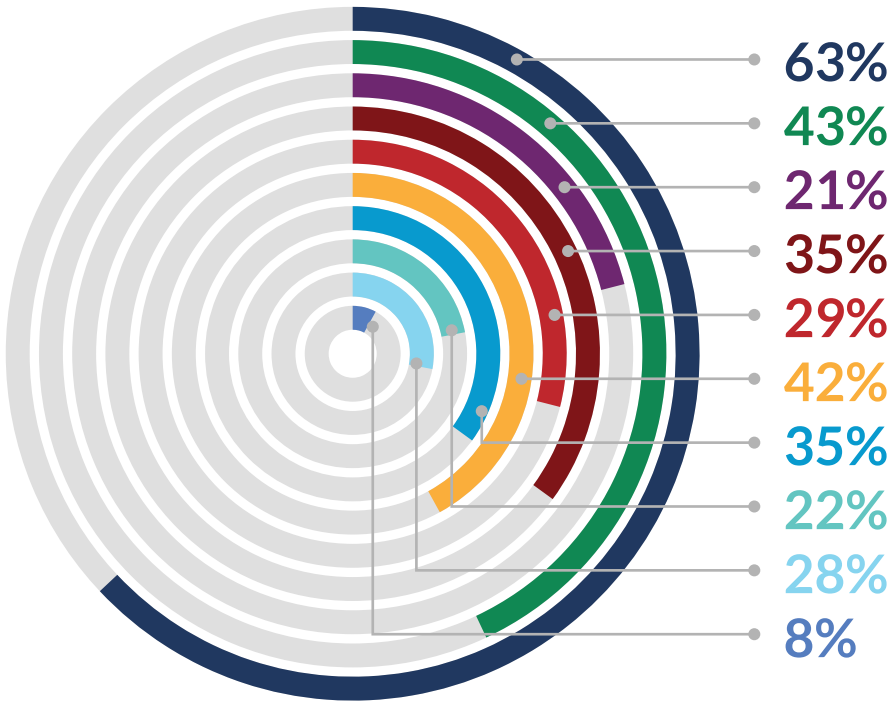


- Mulesoft
- Tableau CRM
- Tableau
- MyTrailhead
- SalesforceDX
- Slack
- Net Zero Cloud
- Financial Services Cloud
- Salesforce for Insurance

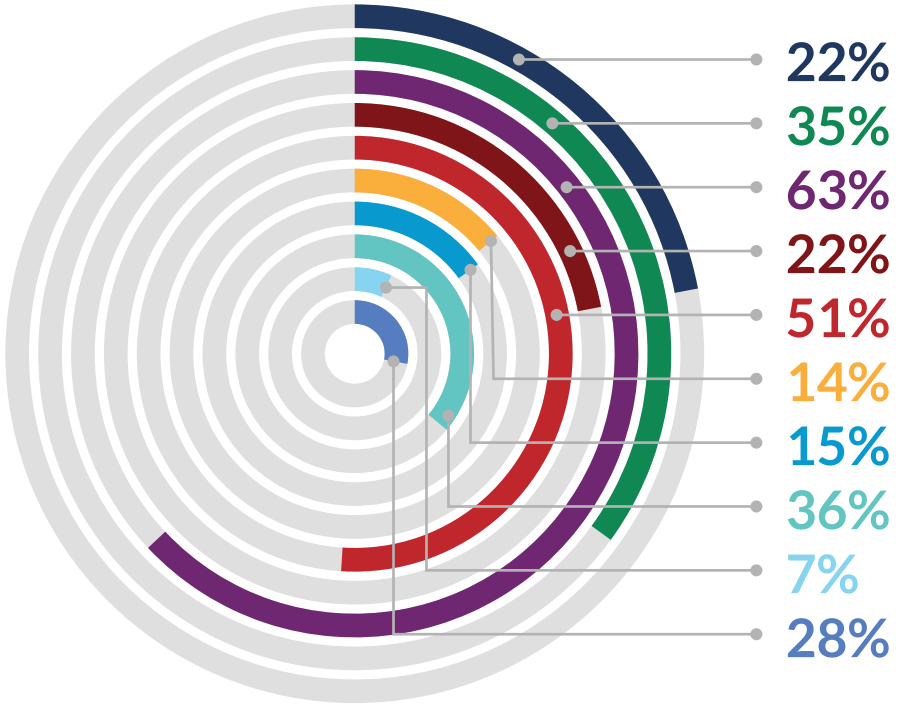
Which Salesforce related Clouds/Products do Consulting Partners have capability in?



- Sales Cloud
- Service Cloud
- Marketing Cloud
- Pardot
- Field Service Lightning
- Experience Cloud (Communities)
- Revenue Cloud (CPQ)
- Commerce Cloud (B2B)
- Commerce Cloud (B2C)
- Mulesoft



- Tableau CRM
- Tableau
- MyTrailhead
- SalesforceDX
- Slack
- FinancialForce
- Net Zero Cloud
- Media Cloud
- Government Cloud
- Manufacturing Cloud



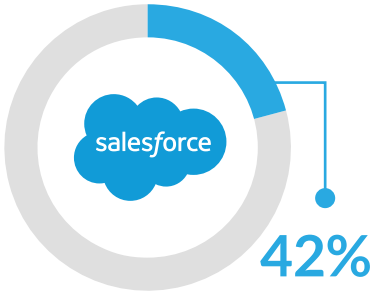
- Consumer Goods Cloud
- Health Cloud
- Financial Services Cloud
- Education Cloud
- Non Profit Cloud
- Vaccine Cloud
- Salesforce for Insurance
- Energy and Utilities Cloud
- Automotive Cloud
- Communications Cloud

2023 ANZ Salesforce Manager Survey

presented by Talent Hub, the Salesforce Recruitment Experts

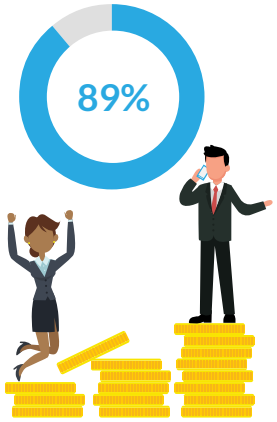
A Move Away from Specialism?

21% of Consulting managers claim to have Salesforce cloud/product specialists within their team, down from **42%** last year, whereas **57%** hire only cross-cloud talent, and will continue to hire cross-cloud rather than specialist consultants. This is up from last year



Upskilling

89% of Salesforce managers surveyed said that their business doesn't award salary increases based on additional Salesforce certifications achieved





51% of Salesforce professionals feel that additional Salesforce certifications should be rewarded with a higher salary/daily rate

Looking Ahead

79% of Consulting practice Salesforce managers are not confident that there is enough available Salesforce talent in ANZ to meet their Salesforce hiring needs over the next 12 months



84% of End User managers and **67%** of Not for profit managers also highlighted the same concern

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How do Salesforce managers feel about the current Salesforce talent pool in ANZ?

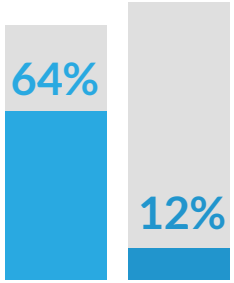
Candidate Short 12%

Quality short 52%



There is a good balance of experience, quality and candidates 19%

Experience short 17%



64% of End User managers feel that they're achieving a positive return on their Salesforce investment. 12% are unsure



4% of End User managers report that their company is considering moving away from Salesforce. Would this be talent related?



Only 29% of Consulting managers expect the current level of demand and opportunity across the Salesforce ecosystem to continue over the next 12 months, falling from a positive sentiment of 76% of those we surveyed last year. However 51% feel that it will drop off only slightly

Additional comments and insights from Salesforce professionals



"I still believe the future is bright for Salesforce professionals, with the will to grow and learn"



"The Salesforce licensing model can be simplified"



"Some Salesforce professionals need to invest not only in learning the tech part but how to solve business problems with Salesforce. There are a lot of professionals with many certs, but they struggle to design decent Salesforce solutions"



"I'd change the reliance on certifications as a single measure of qualification. Many Admins come into the market with certs and expect high salaries with no practical knowledge or business acumen"



"Salesforce is a wonderful ecosystem to be a part of"



"All Developers should learn and practice source control"



"I would love to see Salesforce Engineers being more open to other techs as well"



"I personally wouldn't change a thing, given I've been around for 3 years I'm still loving it and finding it exciting and would be too soon to say that I want to change something given that I haven't even fully explored what it has to offer"



"There is a lack of really explicit best practice set up for so many aspects of Sales and Service Cloud"

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"There needs to be education with clients or end user decision makers to realistically understand the timeframe for implementation"



"It would be good to see more recognition of the effort and impact a good Salesforce Administrator can have to a business"



"Pay contractors for their experience. Hire the best, not the cheapest"



"It's important to not put too much emphasis on the quantity of certifications someone has. I've often found that having many certifications doesn't necessarily mean they have a deep understanding of how the product works. Instead, focus on understanding the product, the business value it provides, and consider certifications as a secondary benefit. Don't view having many certifications as a measure of prestige"



"We need better quality Engineers"



"There needs to be a greater focus on Delivery Lead / project management career paths. Not everyone wants to be a CTA or go technical, I've had an amazing career as a BA > Functional Lead > Scrum Master > Delivery Lead"



"I want to change the thought process that a good Technical Architect needs to be a Certified Technical Architect"



"Many of us are feeling a little bit burnt out from the last few years. Planning to take at least 1 to 2 months off work when my current contract finishes"

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