The Salesforce Skills Gap

It's here. It's real. It's time to close it.

Having problems filling key Salesforce® roles? Concerned about the impact? You're not alone. The data below confirms: It's even worse than you might think.



The Salesforce ecosystem is huge, and growing...

Salesforce is



in global CRM market share with 23.9%, which is nearly 1 in every 4 users globally.1

The Salesforce economy will create

9,300,000 jobs AND \$1,560,000,000,000

in new business revenues by 2026.2

.. with Salesforce skills in high demand.

Salesforce implementations include:3

Challenges reported with

A lack of

appropriate

A lack of

appropriate in the market talent is up

Demand for Salesforce

YoY since 2020 Nearly **half** of that demand

(44%) is in North America alone.4

While **demand for** Salesforce experts is increasing, the rate of **supply**

growth decreased

in 2021⁵

9% 50 in 2020

Salesforce professionals benefit...

of global Salesforce professionals expect to leave their employer within 12 months. **24%** are unsure whether they will stay or go.⁶

75% of global Salesforce

professionals report that their salaries increased with their last job change.

On average, their pay increased by **25%**.

... as the Salesforce release schedule intensifies skills gaps.



Ongoing Salesforce updates require additional upskilling, and most open positions require both Salesforce technical skills and industry-specific business knowledge.8



How Salesforce staffing challenges can impact you:

stakeholder requests **Unrealized**

Growing

backlogs of

end user and

for platform operations Low user

Sacrificing

platform

innovation

Unpredictable

costs to fill critical skills gaps

December 16, 2021

4. 10K, "Salesforce Talent Ecosystem Report 2021," p.7

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ROI

Productivity

and efficiency losses

adoption

... for about the same cost of hiring one reasonably experienced

Salesforce administrator, I have

A word about Rimini Street managed services for Salesforce:

access to a worldwide group of highly qualified engineers. And not having to continually lobby for funding is a major plus." **Patrick Haley** Sr. Director of Sales Operations NTT Global Data Centers Americas

LEARN MORE

Read now

Find out how to solve your Salesforce resource challenges.

Read NTT's success story

- 1. Salesforce, "Salesforce Ranked #1 in CRM Market Share for Eighth Consecutive Year," 5. 10K, "Salesforce Talent Ecosystem Report 2021," p.3 6. Mason Frank International, "Mason Frank Salary Survey 2020/2021, Extended Edition," p.62 2. IDC, "The Salesforce Economic Impact," September 20, 2021, p.4
- 7. Mason Frank International, "Mason Frank's Careers And Hiring Guide, 2021-22," p.16 3. Mason Frank International, "Mason Frank's Careers And Hiring Guide, 2021-22," p.31 8. Forbes, "America's Businesses Are Running On Salesforce. Why Aren't We Training New Workers On It?," August 12, 2020

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