

# 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 think.

## The Salesforce ecosystem is huge, and growing...

Salesforce is **#1** in global CRM market share with **23.9%**, which is nearly **1 in every 4 users** globally.<sup>1</sup>

The Salesforce economy will create  
**9,300,000 jobs** AND **\$1,560,000,000,000**  
in new business revenues by 2026.<sup>2</sup>

...with Salesforce skills in high demand.

Challenges reported with Salesforce implementations include:<sup>3</sup>

**54%**

A lack of appropriate skills internally

**21%**

A lack of appropriate skills available in the market

Demand for Salesforce talent is up



**364%**

since 2020

Nearly **half** of that demand (44%) is in North America alone.<sup>4</sup>



While demand for Salesforce experts is increasing,

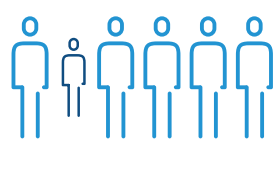
the rate of supply growth decreased



**29%** TO **23%**

in 2020 in 2021<sup>5</sup>

**17%**



of global Salesforce professionals expect to leave their employer within 12 months.

**24%** are unsure whether they will stay or go.<sup>6</sup>

Salesforce professionals are benefitting...

**75%**



of global Salesforce professionals report that their salaries increased with their last job change.

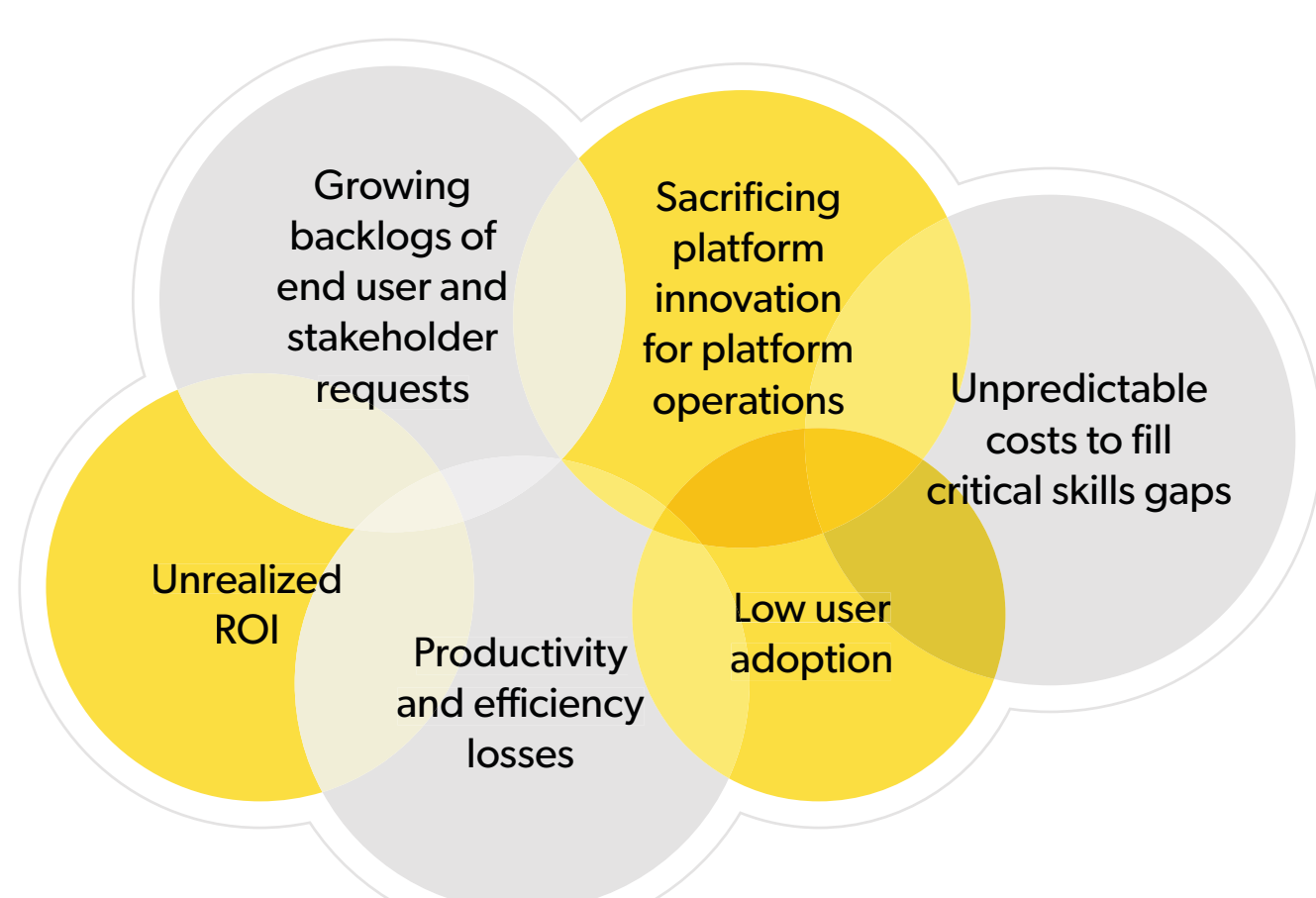
On average, their pay increased by **25%**.<sup>7</sup>

...as the Salesforce innovation model contributes to its own skills gaps.



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

## How Salesforce staffing challenges can impact you:



## A word about Rimini Street managed services for Salesforce:

“

...for about the same cost of hiring one reasonably experienced Salesforce administrator, I have 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 NTT's success story

Learn tactics to help you solve your Salesforce resource challenges

**Rimini Street**

1. Salesforce, "Salesforce Ranked #1 in CRM Market Share for Eighth Consecutive Year," December 16, 2021

2. IDC, "The Salesforce Economic Impact," September 20, 2021, p.4

3. Mason Frank International, "Mason Frank's Careers And Hiring Guide, 2021-22," p.31

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

5. 10K, "Salesforce Talent Ecosystem Report 2021," p.3

6. Mason Frank International, "Mason Frank Salary Survey 2020/2021, Extended Edition," p.62

7. Mason Frank International, "Mason Frank's Careers And Hiring Guide, 2021-22," p.16

8. Forbes, "America's Businesses Are Running On Salesforce. Why Aren't We Training New Workers On It?," August 12, 2020