



Prospectus IT Recruitment is a recruitment agency that has been placing candidates in specialist IT roles in a range of industries for over 35 years. Focusing predominantly on the Salesforce market, our approach prioritises honesty and ethics to deliver an outstanding service to our clients and candidates which has helped to establish our outstanding reputation over the years.

Working with Prospectus not only means you benefit from our experience in exclusively sourcing talented candidates in a range of IT roles, but that you also get a total recruitment service. We take the time to build a strong relationship with every one of our clients and learn the specifics of what they're looking for and where previous issues have arisen, ensuring a successful and satisfying recruitment experience.

Our previous clients have come from a range of sectors, including financial organisations, retail establishments and manufacturing companies. As well as our specialism in the Salesforce market, we can also source candidates for roles in additional technologies, at the client's request.

At Prospectus, our combined experience spans over 35 years within the recruitment industry. We focus on specialist IT roles that have given us unique insight into hiring in this particular area. Speak to us to learn how we can help your business hire Salesforce talent.

Salesforce, a customer relationship management system and sales software, is one such area where our clients are frequently asking us to source talented candidates for roles such as Salesforce Administrator or Salesforce Developer.



When you're hiring for a role that requires specific knowledge and experience with a system like Salesforce, you want to ensure that you're sourcing candidates that are going to meet your requirements and bring the right skills to the table. As a specialist IT recruiter who understands the ins and outs of Salesforce market, we know how important it is to find top talent that can hit the ground running in a new company, providing innovation and creativity on top of their familiarity with the system.

In today's candidate-driven market, attracting, hiring and retaining accomplished Salesforce candidates is a challenge that many companies struggle to overcome. That's why we've put together this playbook for hiring Salesforce talent in 2025, sharing solutions to common recruitment pain points, insight into standing out from your competitors, and guidance on improving your hiring processes and attrition.



## **TESTIMONIALS**

"In the current economic climate, it seems that agencies are swamped with applicants and rarely take the time to respond to their applications. Not only did Prospectus respond, but through understanding my strengths and requirements, I was interviewed for 2 positions and got through to a second interview. For a personal and professional service, I thoroughly recommend Prospectus."



"I would like to write a testimonial for Elkie Holland to say how much we valued her assistance in finding the right person for our software developer vacancy and ensuring that all our needs were met at every stage. We would definitely work with Elkie again the next time we are recruiting."



"I have known Elkie, and Prospectus, for longer than I care to remember. She is one of those rarest of rare breeds - a recruiting/ contract agent who actually cares more about the well-being of the candidates she supplies than she does about the bottom line, and who will take a stand on welfare rather than caving in for the commission.

A better recruiter you could not find. I only regret that my current career has taken me out of her agency fold. I do not hesitate to recommend her without reservation."



"When we needed a contractor at short notice (within 2 weeks) I didn't know who to speak to. After posting a message on LinkedIn Elkie contacted me and said she could help.

After 2 hours she had three CVs for people who were ready for a telephone interview. We ended up hiring one of the contractors and were delighted with the service he provided. Elkie herself was always a pleasure to work with. She's not pushy, she just quietly gets on with finding the right person for the job.

She demonstrated some creative problem solving techniques throughout the process to ensure that the resulting arrangement worked for both the contractor and us. I highly recommend Elkie and the service she provides and look forward to calling on her again in the future."



"Elkie has the personality, knowledge, and communication skills that make her a real powerhouse in the IT Recruitment world. Her connections and knowledge of the needs of her clients benefit all concerned. I highly recommend Elkie."



Mike Ruane

"I've used Elkie to recruit technical people for over 20 years, which in itself should be recommendation enough. In my view, she is the only person to go to when recruiting people with these specialist development skills. She looks after both the employer and the employee and is honest enough to say 'no' when she thinks a seemingly good candidate won't fit into the organisation.

If you're looking for people with development skills, she's it - don't bother with anyone else!"



**Rob England** 



# WHAT IS THE CURRENT MARKET LANDSCAPE?

The current recruitment landscape presents various challenges to companies looking to hire Salesforce candidates. Competition across a range of industries is fiercer than ever, requiring more nuanced and personalised attraction strategies in order to cut through the noise and catch the attention of the perfect potential employees.

The events of the past few years had a huge impact on the job industry that we are still feeling the effects of, with trends such as a mass shift towards home or remote working, 'the great resignation' and candidates from younger demographics prioritising culture alignment over job benefits.

Now, the majority of industries have candidate-driven markets that have left employers struggling to fill roles, as well as dealing with longer hiring processes and increased hiring costs whilst attempting to find the right people for each role.

Recruitment firm Monster's 'UK Hiring Outlook' found that 87% of employers said that they have been struggling to fill positions this year, with 51% highlighting the biggest challenge as finding candidates with the right skills for the role.

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This candidate shortage has also resulted in businesses struggling to manage increasing workloads without being able to expand their staff, leading to overworked staff and situations where new business potentially has to be turned down. Being unable to grow your workforce can also mean that the company may struggle with growth and innovation, unable to develop or adapt systems and software like Salesforce which can be a major disadvantage **both** internally and regarding your reputation.

In order to combat the challenges presented by the current recruitment landscape, a new approach to candidate attraction and retention is required. Employees are prioritising businesses that not only offer greater flexibility and benefits to their staff, but which also have an attractive workplace culture and set of values that align with their own. Employers looking to establish themselves on the market need to find engaging ways to advertise their brand and the benefits they offer, as well as refine their recruitment and onboarding process to ensure that their new hires remain and are satisfied with their roles.

A NEW APPROACH IS EASIER SAID THAN DONE THOUGH, RIGHT?

### WRONG.

Keep reading as we share some of the best ways to stand out on the market and ensure you find Salesforce candidates that can make a real difference to your business.





It can also be useful to take note of any specific experience or certifications that other companies are looking for when hiring Salesforce roles so that you have a better understanding of the market and can confirm the kind of skills and background that candidates usually need for certain positions.

One of the first things to consider when you're establishing a strategy to attract the best Salesforce candidates is to make sure that the salary and benefits you're offering are competitive.

When it comes to benchmarking salaries, in particular, the website IT Jobs Watch is a great reference. It shows how salaries for certain roles have changed over time and also calculates the percentage uplift, which is really useful when it comes to calculating what you should offer for your roles.

Start by researching other opportunities in similar roles and get a good idea of the kinds of Salesforce roles out there, the salaries offered for different levels of experience and responsibility, and particularly what similar companies to yours are offering. You need to ensure that the opportunity you're offering is equal to what else in the market, or ideally offers the best combination of pay, benefits and employment experience.

01	Salesforce Sales Cloud	£67,500	+50.00%
02	Salesforce Analyst	£67,500	+50.00%
03	Salesforce Apex	£68,500	+9.60%
04	Salesforce Expert	£62,500	0%
05	Salesforce Pardot	£65,000	-13.33%



#### What Is Employment Branding?

Employment branding is something that can make the biggest difference to your Salesforce hiring efforts if you get it right. It's a buzzword that has been increasingly appearing in conversations around recruitment marketing, and it's one that we strongly recommend you get to grips with if you want your recruitment strategy to succeed in 2025. Put simply, employment branding is a technique where a business markets itself as a desirable employer with the intent of attracting more candidates to apply for roles.

This begins by developing a company culture and brand image that appeals to the kind of people you want as employees and then involves creating a marketing strategy that is best going to get this in front of your target audience and showcase your workplace experience.

Your employment branding may include your online reputation, candidate experience during recruitment, the company culture and your corporate values. All of these aspects influence how potential employees view your business and form your reputation as an employer, so the better your employment brand, the higher quality of candidates you're likely to attract.

#### Why Do You Need Employment Branding?

Employment branding has a huge impact on candidate attraction, and for businesses wanting to hire top talent for a range of Salesforce roles, it's an effective way to ensure that you stand out in a crowd of other potential employers.

Measurable Business-Wide Impact. Not only does it help to improve your brand image which can lead to reaching a much wider audience, but employment branding also refines your marketing efforts to appeal to exactly the kinds of candidates you're trying to attract.

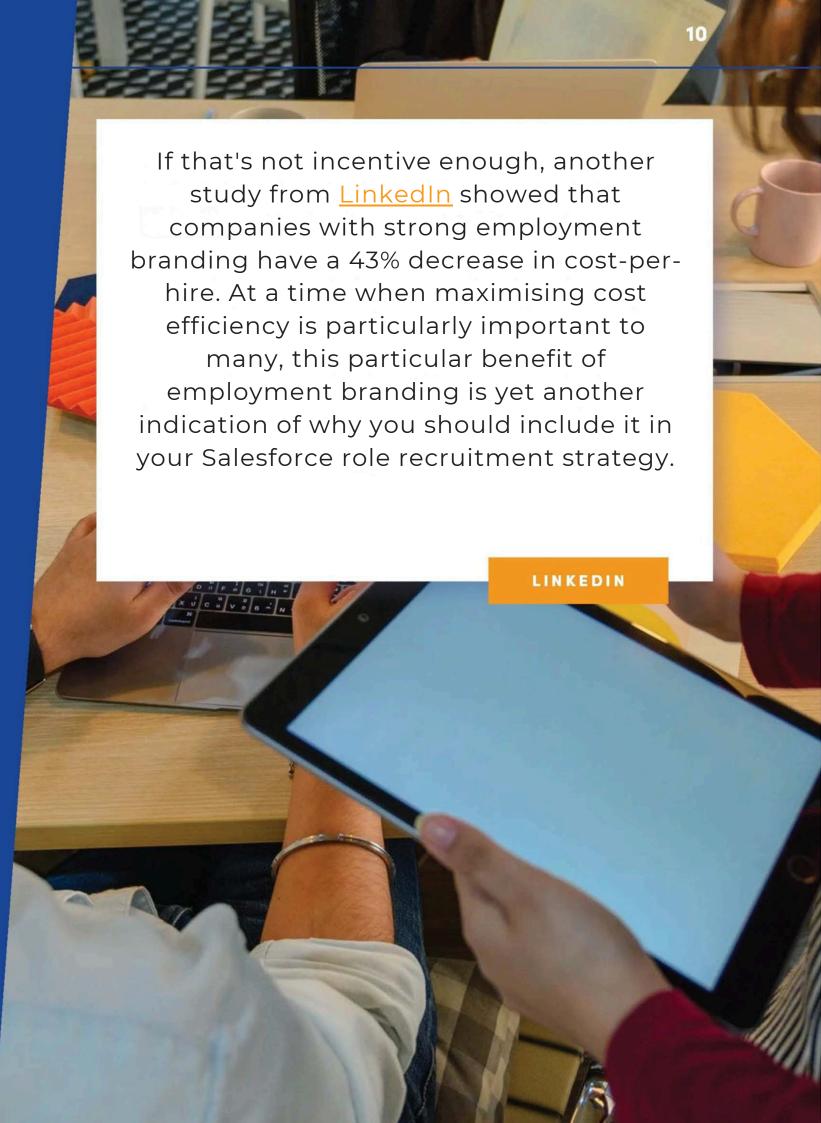


In fact, a study by <u>LinkedIn</u> revealed that employer branding can lead to an average 28% reduction in employee turnover, a 50% cost-per-hire reduction and a 1-2x faster hiring process.

LINKEDIN

It's also been found that good employer branding can lead to 50% more qualified applicants for jobs, with 69% of candidates saying that they were more likely to apply for a role with a business which manages their employment branding.

LINKHUMAN





Whether you're totally new to employment branding or are just looking for some direction when it comes to defining your strategy, here are three of our top tips.



Company culture alignment is also incredibly important to candidates in the job market at the moment, with 88% of millennials feeling that being part of the right company culture is very important when it comes to a role. If you're looking to hire Salesforce candidates from this demographic, culture is particularly important to consider.

LINKHUMAN

Developing a strong company culture is at the heart of successful employment branding. This includes the mission statement and values behind a business, but also the workplace atmosphere, employee treatment and expectations, and the systems and hierarchies that impact how decisions are made and staff interact. Unless you're a brand new business you'll already have a company culture, whether it's something you've worked to create or just the product of how you run the business.

What's important is understanding the employee experience that this company culture offers, and then figuring out the best way to demonstrate this so that potential employees get a feel for what working at your business is like.

# Polish Your Online Presence

According to the site, nearly 74% of Glassdoor users read at least 4 reviews before forming an opinion about a company. So when it comes to ensuring that your digital image is as appealing as possible, this is a great place to start.

GLASSDOOR

Reputation is a massive part of your employment brand, and your online reputation is often the first impression that potential applicants will get of your business when searching for a role.

Nowadays, plenty of businesses have a social media presence as well as their website, both of which should be managed in line with your overall marketing strategy to illustrate employee experience.

There are aspects of your online reputation that you have less control over, however, such as the reviews employees leave of your business or testimonials from customers or clients. You can manage this to an extent however with websites like Glassdoor, which candidates can use to get the lowdown on roles with the companies they want to work with.

## Refine Your Job Applicant Experience

As well as the experience of current employees, another thing that feeds into your employer brand is the experience of candidates applying to work at your company. A poor recruitment experience will not only deter potential employees from accepting a role or reapplying in the future but can also create a reputation that will stop others from applying to work for you as well.

The applicant experience begins the very first time they have contact with your brand's career content, whether that's visiting your jobs page or seeing an advert for a role. This content needs to be tailored towards pain points and answer common questions at this early stage of recruitment so that candidates immediately get the information they're looking for and aren't deterred by any unsatisfactory experiences before they started considering applying for a role.

Refining and improving applicant experience should start with a full review of the recruitment process, from the initial application right through to a rejection or job offer. Consider the communication each applicant receives, the time they spend waiting for a response, the information they are given about working for your company and the opportunities they have to ask questions. Then, identify areas where this experience could be improved.

## Previous Candidates are a Source of Truth and insight

It can be incredibly useful to speak to previous applicants about their experience, which will not only indicate what you are doing well but give you an easy way to identify what needs improving.



# 6 BEST PRACTICES FOR HIRING SALESFORCE ROLES

When it comes to hiring for Salesforce roles specifically, several pieces of best practice advice will help to make your efforts much more successful.



#### **Be Specific with Role Requirements**

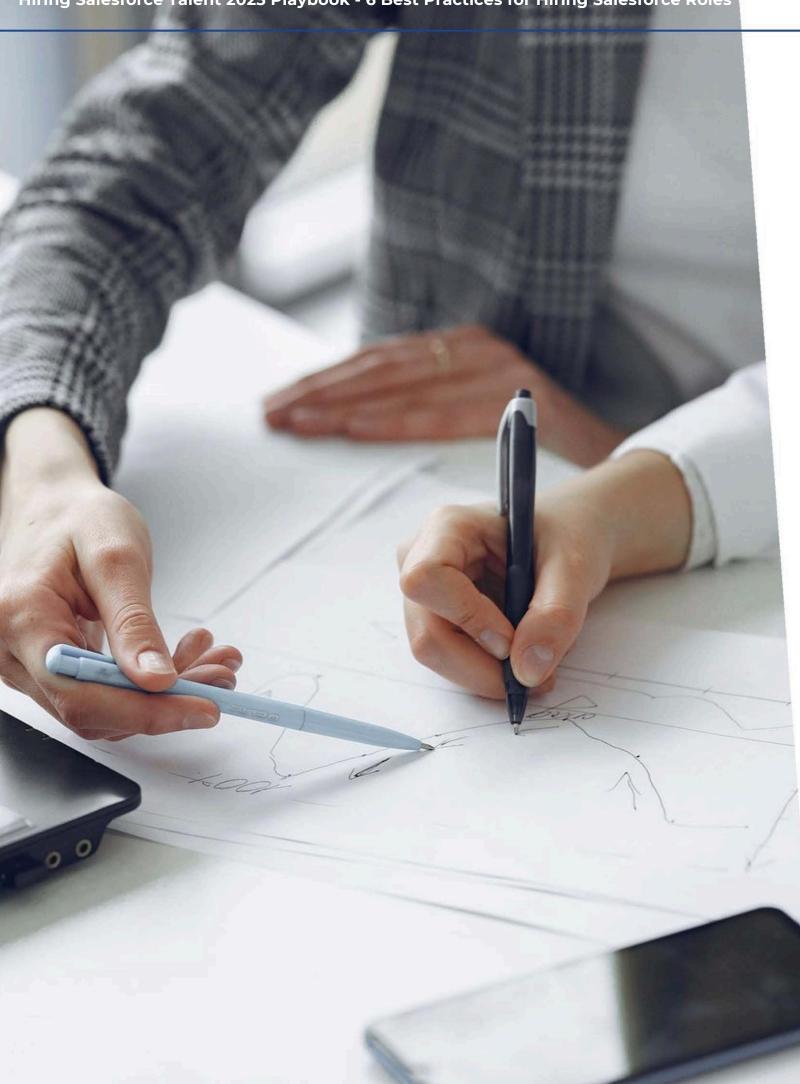
Before you even start advertising for any kind of Salesforce role, you must first be specific about what it is you're looking for from a potential candidate. Not only that, but you should also create a clear outline of what the role will actually involve, so you know what skills and experience are required before you even write the job description.

This is important both to improve candidate experience and ensure an efficient recruitment process. If you know precisely what the Salesforce role requires, whether it's a developer, architecture or app building position, you're going to end up with much clearer job adverts. In turn, this means that you'll get applicants more suited to the role, saving you time when it comes to screening and avoiding confused candidates that feel like they've wasted time on unsuitable applications.



#### **Search in Salesforce-Specific Areas**

Sourcing candidates for roles that require specific experience or skills with systems like Salesforce can be more difficult than recruiting for more general roles, but one of the best ways to get around this is to search in unconventional areas.



A trend that has proven relatively successful when hiring in the IT industry is searching for potential developers, programmers and other relevant roles in spaces that aren't recruitment-orientated. There are forums, groups and events both online and in-person where candidates may discuss Salesforce development or seek advice, and it's these places where you're likely to uncover a wealth of potential talent.

Think about where Salesforce developers are likely to hang out. A classic example is Github, a code hosting platform for version control and collaboration that is usually frequented by developers, and a great place to start your search.

MeetUp or Trailblazer events are set up by the Salesforce community to network, learn and provide value to each other. Think about what you can bring to the table at these events and start building connections with the candidates that you meet.

It's important to be subtle and respectful if you decide to source candidates from unconventional areas. Ensure you are leading with the intention of building connections instead of instantly launching a sales pitch. If you feel that you have exhausted your usual methods of finding new talent, this is a great approach to try.



Whilst Salesforce is a system that is widely used across many industries, the market of candidates working in Salesforce roles specifically isn't overwhelmingly large. Therefore, a great way to source applicants is to ask for referrals or recommendations from your existing Salesforce staff and your wider network.

Consider whether you can incentivise, such as offering £100 for every successful referral.

Or why not gamify your referrals, such as proposing that once you hit 5 referrals you can get £1000, or be flown to a Salesforce event in the USA?

Not only can this help you locate candidates that you'd otherwise never come across, but it also comes with the bonus that they've been recommended to your company. As long as you have a good relationship with your current employees, you can feel confident that the candidates they refer will be good at what they do and also a good fit for your business.



### **Be Clear on Necessary Certifications**

There is a range of Salesforce certifications out there that candidates can gain by undertaking assessments. Whilst these may not be necessary for some of the roles you're advertising, you should decide whether any certifications are going to be a requirement of the role when putting together the job description, and then make sure this is clearly communicated to applicants.

On the flip side, you could also consider offering to pay for your employees to get Salesforce certifications that will help to advance their careers and develop their skillset. This is a very attractive prospect in a candidate-driven market and may also help to improve retention by offering internal opportunities for advancement.



### Offer a Competitive Experience

As we've already discussed, the recruitment market at the moment is incredibly competitive. When it comes to actually offering a Salesforce role, you need to be sure that the experience you're promising is better than any others out there for your target candidate.

Firstly, do some research into what similar businesses are offering, and ensure that you're promising candidates something equal, if not better.



You don't have to match their benefits exactly, but take note of the kinds of things that other companies feel that candidates want, and then consider the employee experience you're providing.

It can also be useful to speak to current employees in similar roles and ask if there had been anything that would have made them more likely to accept a job offer, or if any additional benefits that would increase their enjoyment of the role.

Competitive salaries are obviously a key thing to consider, but also think about the flexible working options your company has available, and other benefits like a home working budget, health insurance or career mentoring/support. Salary benefits benchmarking will come in handy here, as you can understand what your competitors are offering and make what you offer better

## 6.

#### Decide on a Timeline and Stick to It

One of the biggest pain points we see from candidates in the IT industry is recruitment processes that are dragged out far longer than necessary. We often see businesses lose candidates to slow response times before they've got the chance to offer them the role, so this is something we actively work with our clients to fix from the start of every project.

When you begin the recruitment process, decide on a rough timeline for how long you want to spend on each stage. Don't procrastinate - figure out how quickly you'll make decisions, get back to unsuccessful applicants right away, and decide on an end date when you want to make a job offer.

It can be a good idea to communicate this timeline to applicants when they apply so that they know when they should expect to hear from you, and then make sure that you stick to this schedule so that expectations are met.



Having an effective hiring process is the backbone of successful recruitment. If you want to ensure you retain talented Salesforce applicants throughout the hiring process, then this process needs to be refined and polished until it happens seamlessly, without any cracks that potential employees might fall through.



## **Create Role-Specific Jobs Pages**

To begin with, creating role-specific job pages is a great technique for attracting more applicants and ensuring that the people applying are the right fit for your Salesforce roles.

Instead of just having a generic careers page on your company website, it's worth investing the time into creating individual pages for the different roles you have on offer. Each of these can give more background into the position and the skills or experience that are needed, along with illustrating what day-to-day life at your company might be like for successful applicants.

From a search engine optimisation (SEO) perspective, which impact how you get noticed on Google, you can also use this as a technique to target specific keyword phrases relating to the different roles you're hiring for, which will drive more traffic to these job pages and potentially translate into more applicants.

The benefit of having these individual role pages is that you'll provide much more information to candidates searching for job opportunities, which will hopefully reduce the number of unsuitable candidates that apply for these positions and make your recruitment process more efficient.



Another change you can make to a stage at the start of your hiring process is to change the way you write your job adverts. Instead of listing the responsibilities of the role, or simply just listing the job description, why not simply describe the kind of person you're looking for to fit the culture of your company?

Or instead of bullet points with key skills, frame these requirements as questions so that the reader is instantly more engaged. You should make sure you include the necessary information about a position, but around that, you can be as creative as you want.

The current recruitment market means that Salesforce candidates looking for a new role will probably be wading through similarly written job adverts, so in order to immediately improve your hiring process, start writing ones that tell stories and highlight the things that make your business unique.



There are hundreds of different tools available that can automate and streamline many aspects of the recruitment process. Whilst there will always be elements that benefit from human judgement, like interviews, a quick and simple way to improve the way you hire Salesforce candidates is to automate parts of the process to save time and improve communication. There are hundreds of different tools available that can automate and streamline many aspects of the recruitment process.

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Perhaps you decide to use an applicant tracking system to centralise where you keep all of your candidate data, or you carry out initial screening assessments using specially designed software. Automating parts of the recruitment process can also increase the contact you have with applicants between stages by setting up a chain of emails that will keep them engaged and provide them with useful information about your company.

## Offer Candidates Q&A Time

Candidate experience is a key factor to consider when it comes to improving your recruitment process. You want to ensure that applicants feel engaged whilst they wait between stages and also get the chance to find out what they want to know about the role, which is why offering Q&A opportunities is a brilliant option.

This is a great opportunity to add to a later stage of your recruitment process, and is even more effective if you let candidates speak to current employees in a similar Salesforce position to the one they're applying for. Information about the role and the company will feel much more authentic coming from an employee, and it will help applicants to decide whether your company is a good fit, which makes the overall recruitment process more effective and improves retention in the first few months.



Finally, a straightforward way in which you can improve your Salesforce hiring process is to establish a structured interview procedure and then stick with it. The size of your company may impact this, as small businesses often don't have a designated recruitment team, but try and ensure that interviews and screening calls are all done by the same people, working from the same structure with similar questions each time.

Not only does structure make the hiring process fairer, but it also ensures that the right information is collected from each candidate and that their experience of the hiring process is consistent. In some cases, asking further questions or having more casual conversations will be necessary, but creating a standardised interview procedure gives you a reliable basis for your hiring approach.

Having a consistent approach to hiring and interviews will also make it easier to identify aspects that aren't working as well if there are repeated incidents where you aren't as successful or where you get negative feedback, which in turn makes it easier to make improvements.



Attrition is the rate at which employees leave their roles without being replaced, reducing the size of the workforce and creating significant issues for any company that is trying to grow or manage an increasing workload.

It's an important factor to remember when it comes to hiring candidates for Salesforce roles because sourcing them is only part of the story. Once you've found an employee you need to ensure that they stay with your company.

You should view the first few months of a new hire as part of the recruitment process and ensure that you optimise the procedures involved.



Data from TINYpulse found that 23% of employees are more likely to stay in a role if their onboarding process was clear and successfully outlined expectations.

TINYPULSE

Every onboarding process will be different, depending on the Salesforce role and the experience of the candidate, but there are several general things to consider which will ensure that you retain your new hires and help their first few months at your company go as smoothly as possible.

## 1.

## **Give Every New Hire a Mentor**

Feeling forgotten about or unsure of where to direct questions is one of the biggest causes of new hire discomfort at the start of their role. A very simple way to overcome this is to pair every one of your new Salesforce employees with an existing member of staff to act as their 'buddy' and give them a designated person to go to with any questions.

It's particularly useful to give new staff a mentor who is doing the same or a similar job to them, as this makes it much easier to ask more technical questions and deliver training. However, it can also be useful to facilitate mentorships that focus more on pastoral support and allow for relationships between employees to be built across different departments. Mentorship schemes are also a great way to offer personal development opportunities to existing members of staff, which may be a benefit you can promote when it comes to advertising new Salesforce roles.

Not only can this help you locate candidates that you'd otherwise never come across, but it also comes with the bonus that they've been recommended to your company. As long as you have a good relationship with your current employees, you can feel confident that the candidates they refer will be good at what they do and also a good fit for your business.

## 2.

### **Schedule Regular Check-Ins**

From day one. When you're onboarding a new employee, one way you can make them feel supported is to ensure that they receive regular check-ins in their first weeks or months at the company. Whether these are done with a manager, team leader or HR staff, new hires need to have the opportunity to ask questions and reflect on their progress, whilst also receiving support in identifying areas that need improvement.

Whilst many managers and bosses promise to 'catch up' with new hires right at the start of the onboarding process, it's easy for these meetings to be forgotten about or for a new employee to feel unable to schedule a conversation in their first few weeks. To indicate a commitment to providing support, and to provide structure during onboarding, schedule regular check-ins on the very first day with a new hire and ensure that you, or another responsible employee, attend them.

## 3.

### **Prepare Branded Onboarding Materials**

As well as getting to grips with the necessary technical aspects of a Salesforce role, something that will really improve your onboarding process is providing support to help a new employee feel familiar with company culture. By creating branded resources such as a handbook, videos or a dedicated digital hub for new hires, you can continue to share a clear image of your company values and approach whilst also helping staff to get up to speed on more general aspects of working for your business.

As well as sharing information on mission statements, goals and employee expectations, it is also useful to provide new employees with a reference for the more general workings of the company, such as how to book holidays off, flexible working systems, guides to any regular meetings and information about who to talk to in a range of different situations.





## 4. Offer Development Support

Whilst offering the necessary training to be able to meet role requirements is a key part of a successful onboarding process, this shouldn't be the only thing you focus on when it comes to minimising attrition. Whilst you don't want to throw too much at a new employee, it's important to at least show them the career support and personal development opportunities that are available at your company as well.

Particularly talented and driven Salesforce staff will often want to hit the ground running and immediately get to grips with how they can progress in their role, make a positive impression in the company and continue to build out their skill set. By including an introduction to this as part of the initial onboarding process, you avoid new hires feeling unsure of how they can develop and let them know what resources are available.

Research has found that addressing development during the onboarding process can lead to employees feeling 3.5 times more satisfied with their roles. It's a simple thing to include in onboarding but makes a massive difference.

SAPLINGHR

## 5. Reflect on Previous Onboarding Issues

Finally, when it comes to minimising attrition by improving onboarding, you have a whole mine of useful data already at your fingertips. Look back over previous hires and examine their onboarding processes, picking out what went well or identifying what may have caused previous employees to quickly move on.





If you can ask current employees for their feedback on the process directly, even better. Ensure every employee has a survey about their onboarding experience, anonymised to ensure you get a true reflection of your process.

Make sure that you process and visualise this data to make real-time onboarding changes. Let your team be involved in this and make it a transparent improvement process.

Whilst adding improvements to an onboarding system is great, it's not going to make that much of a difference if other aspects are significantly impacting its success. So be sure to reflect on what you're working with before trying to implement something new, and see how this can make a difference to employee attrition and retention.



Salesforce is a CRM system with an impressive array of uses, and having employees that know how to make the most out of its tools and customise them to your specifications is a massive benefit to plenty of companies.

Hiring Salesforce talent is a priority to many because of the value of these candidates, especially considering the employment market right now. Refining your recruitment strategy with techniques like the ones we've explained in this eBook will help to ensure you're reaching the best people for your roles and offering them an unbeatable experience working for your business, as well as following a recruitment process that ensures outstanding results.

If I told you that we could help you fill your niche IT positions, and reduce employee turnover all whilst reducing your overall cost and time to hire, what would you say?

Specialising in finding candidates with experience working with systems like Salesforce, Prospectus IT is the ideal recruitment partner that has been providing hiring solutions for over 35 years.

Get in touch with us to speak to a member of our team, or find more information for employers on our website.

**GET IN TOUCH** 

**FIND OUT MORE** 

