

Salesforce Certification Research 2023

✓ Associate

✓ Admin

✓ Designer

ACCREDITED
Order Management
Developer

ACCREDITED
Digital
Engagement

ACCREDITED
Salesforce
CMS



Recruiters Vs.
Developers Debate

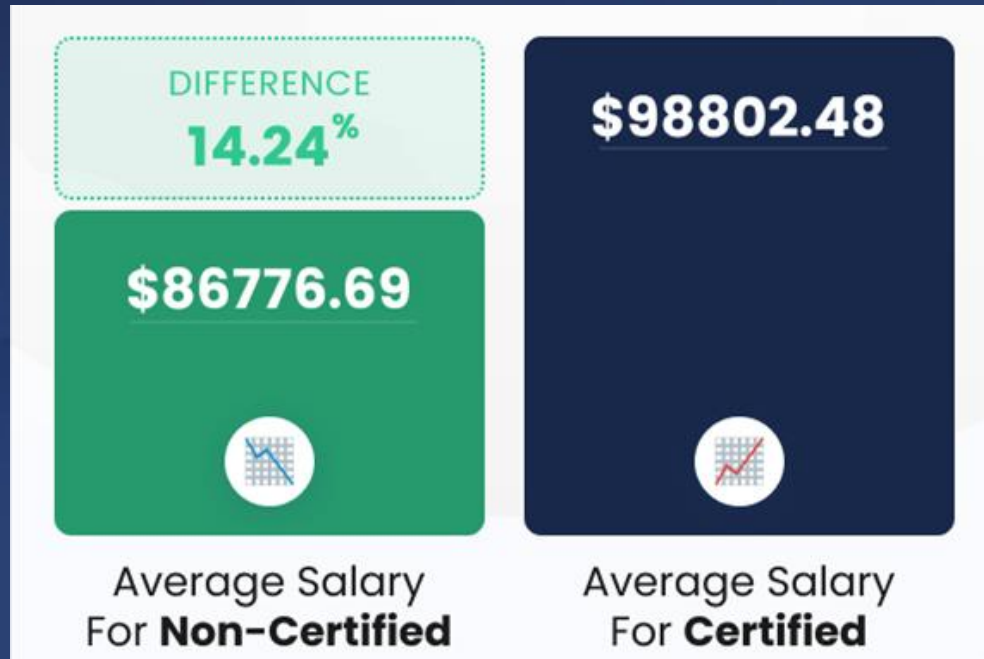
Salesforce Certification

Is It Worth the Investment in 2023? **Recruiters vs Developers** Opinions

In an evolving business milieu, the significance of Salesforce certifications as definitive markers of proficiency is ever-growing. [SF Staffing Agency's recent research](#) in 2023 delves into this very landscape, collating viewpoints from recruiters and developers and underlining the tangible benefits associated with these certifications

Salesforce-Certified Specialists Salary

Certified Salesforce specialists command, on average, a [14.24% higher salary](#) than their non-certified counterparts. With non-certified professionals averaging \$86,776.69 annually, and certified ones averaging \$98,802.48 annually, the financial impetus for certification becomes apparent.

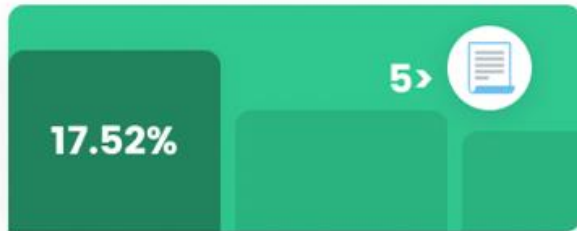


Salesforce Certification Vs. Candidate's Experience:

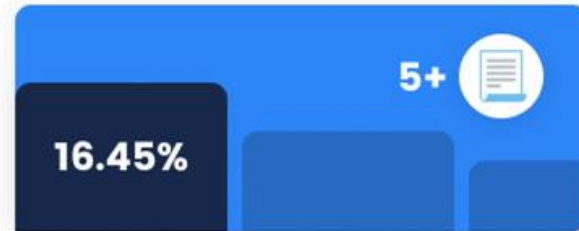
Vacancies requiring a Salesforce certification and less than 5 years of work experience make up 17.52% of the total. Meanwhile, positions that mandated Salesforce certification along with over 5 years of experience constitute 16.45% of all job openings.

Global Overview

Vacancies That Require Salesforce Certification With Defined Candidate Experience



Less Than 5 Years of Working Experience: Internship and Entry-Level Positions

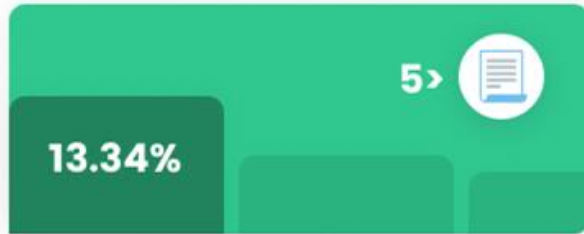


More Than 5 Years of Working Experience: Middle and Director-Level Positions

Salesforce Certification Vs. Candidate's Experience:

Vacancies requiring a Salesforce certification and less than 5 years of work experience make up 13.34% of the total. Meanwhile, positions that demand a Salesforce certification along with over 5 years of experience hold 15.14% of all job openings.

USA Landscape



Less Than 5 Years of Working Experience: Internship and Entry-Level Position in the USA, %



More Than 5 Years of Working Experience: Middle and in the USA, %

Salesforce Certification Vs. Candidate's Experience:

In the UK employment landscape, there's a **notable preference for certified professionals** with less than 5 years of experience, making up **30.05%** of the job postings. On the other hand, positions that demand a Salesforce certification along with more than 5 years of expertise account for **18.42%** of the available opportunities.



Less Than 5 Years of Working Experience: Internship and Entry-Level Position in the UK, %



More Than 5 Years of Working Experience: Middle and in the UK, %

The Global Ratio of Job Posts: Certified vs. Non-

Certified

A closer look at job listings on prominent global job platforms reveals that the highest [demand for Salesforce certifications](#) is in the Architect (48.34%), Admin (35.36%), Developer (26.76%), and Consultant (26.65%) roles in the global job market.

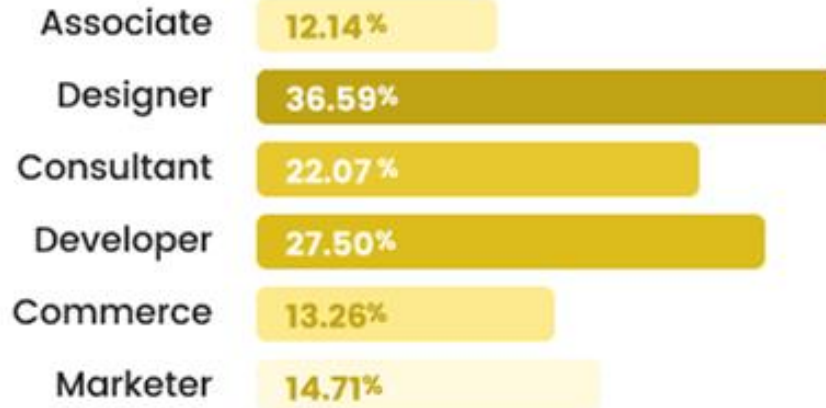
Salesforce Roles That Require Certification, Global, %



The Ratio of Job Posts in the UK: Certified vs. Non-Certified

Distinctly, [in the UK](#), there's a clear preference for Designer certifications, taking the lead at 36.59%, followed by Developer roles at 27.50%, and Consultant positions at 22.07%.

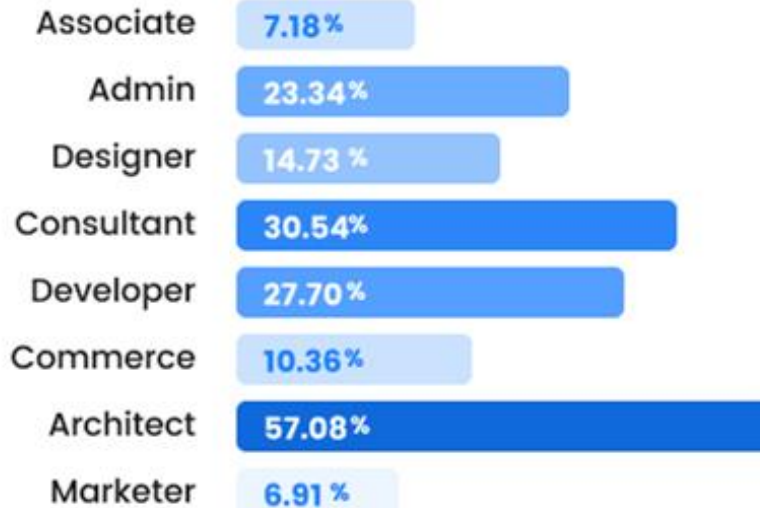
Salesforce Roles That Require Certification in the UK, %



The Ratio of Job Posts in the US: Certified vs. Non-

Thus, [job posts ratio in the USA](#), there's a distinguish demand for Architect certifications, taking the lead at 57.08%, followed by Consultant roles at 30.54%, and Developer positions at 27.70%.

Salesforce Roles That Require Certification in the USA, %



Salesforce Certification Applicants Trends 2023

On a global scale, the prominence and necessity of certifications such as the Salesforce developer and admin certifications are clearly evident. Approximately [26.18% of applicants worldwide hold a Salesforce certification](#), underscoring both the universal allure of Salesforce and its extensive influence across various sectors.



Salesforce Certification Applicants Trends 2023 in the UK

The narrative in the UK is distinct. Although the proportion of [Salesforce-certified professionals is 23.37%](#), it's noteworthy that certifications like the Salesforce designer and Salesforce business analyst are possibly on the rise. The UK's approach might be more skewed towards design-oriented solutions and business-focused uses of Salesforce.



Salesforce Certification Applicants Trends 2023 in the USA

With [28.98% of candidates holding a Salesforce certification](#), distinctions such as the Salesforce consultant and Salesforce marketing cloud certifications appear to be in high demand. These certifications potentially equip professionals with the skills to adeptly handle the intricacies of Salesforce tools, especially in the dynamic corporate settings characteristic of US companies.



Salesforce Job Posts That Require Certification

A vast majority of recruiters (98%) recognize the importance of Salesforce certification, even if the most current ones aren't their top priority. Notably, while having a certification may not assure a higher initial salary, every recruiter (100%) concurs that it signifies authentic proficiency. Contrasting the percentage of certified applicants, [job positions requiring certification](#) 14.24% globally, 11.31% in the USA, and a notably higher 23.62% in the UK paints an intriguing picture.

Job Vacancies That Require Certification:



The Future of **Salesforce Certification** & Recruitment

In conclusion, the future of Salesforce certification looks promising, illuminated by the increasing importance of specialized skills in a rapidly evolving digital world. Professionals and businesses alike would do well to recognize and leverage the myriad opportunities these certifications present.

Expertise Matters in Recruitment



In the ever-evolving landscape of Salesforce, you need specialists who can keep pace. Trust SF Staffing Agency to connect you with the cream of the crop.

[Contact us now!](#)

sources: [indeed.com](https://www.indeed.com), [glassdoor.com](https://www.glassdoor.com), [careerbuilder.co.uk](https://www.careerbuilder.co.uk), [linkedin.com](https://www.linkedin.com), [salesforce.com](https://www.salesforce.com)