

Mike Wheeler Media

Cloud Career Challenges Survey Results





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I issued a one question survey, asking my Salesforce students what their greatest challenge was to launching a Salesforce career. The responses flooded in, with over 350 in the first 24 hours!

I also surveyed my incoming Facebook Group members and received an additional 400+ responses. This confirmed what I had already suspected - more help was needed, not in getting certified, but in helping you land that first Salesforce job.

If you are not a member of my [Salesforce Facebook Group](#), [join now!](#) This is an amazing group of supportive people who share their successes, tips and provide amazing support.

To those that answered the survey

Thank-you for sharing your struggles with me. I want you to know that my passion is to help you get a job and better your career. The certification is only one step in the journey and I am committed to helping you complete this career quest to the Cloud.



There were literally dozens of categories in the responses. I was able to combine many into a top five list. In this report, we will briefly cover each challenge. I will follow this report up soon with an email and video to go much more in-depth on the top five challenges, along with detailed advice and coaching on how you can overcome each of them.

Challenge 1 - Overwhelm

The first challenge is the internal struggle. Many don't know where to start. You are **overwhelmed** with the amount of information to learn. Some of you aren't sure how to study while working full-time. Many find it hard to stay organized or focused. Some of you have lost motivation after failing a certification exam.

I can relate to overwhelm. When I discovered Salesforce and decided to launch my own cloud career, I was working multiple jobs. I had a large family. There were no courses available and Trailhead didn't exist. Since I had been a Technical Writer for the previous 15 years, I had lots of experience at making a gargantuan amount of complex info attainable.

“The journey of a thousand miles
begins with one step.”

- Lao Tzu



And, as a Technical Writer, I learned over the years how to break down something huge into manageable tasks.

That ability is key to overcoming this challenge. You are on a journey. Rome wasn't built in a day and although you can change careers into Salesforce quickly, it won't happen overnight. String together personal victories day-by-day. Don't compare yourself to others. The Salesforce Ohana (family) is so generous and helpful, and we all started from the same place of zero experience. Again - join my [Salesforce Facebook Group](#) if you haven't already for encouragement. You are not alone on this journey. Be content to take it ***One Step at a Time***.

Challenge 2 - Personal Positioning

The second challenge has to do with **Personal Positioning**. This is all about self-limiting beliefs, which can be your greatest challenge in this journey. These are things you perceive as a negative, but really, you just need someone to help you reposition these as a positive.

“This is all about self-limiting beliefs,
which can be your greatest
challenge in this journey.”

- Mike Wheeler



Some of you mentioned age as an obstacle. You are too old, and no one wants to hire an 'old dog'. Others reported they are too young and not seen as having enough business sense yet.

Some of you were concerned with your background. Maybe you don't have a degree or you come from a non-technical background. There were also concerns about the location. You felt your physical location was hindering you from getting a job.

Work history gaps were brought up many times. How do you address a work history gap? There was a general concern with how to market yourself, how to position your lack of experience or experience in an unrelated industry.

Here's the answer to this one. We all have negatives in our lives. That's a fact of life. That is the human experience. We all have challenges to overcome, and you can actually turn your negatives into positives. The greatest inventions and innovations are often ignited by the spark of imagination and creativity when dealt with limiting boundaries. For every objection, whether real or perceived, there is a legitimate counter-punch you can throw in order to overcome objections and get to what I call the "**Frictionless Yes**".

“For every objection, whether real or perceived, there is a legitimate counter-punch you can throw in order to overcome objections and get to what I call the **Frictionless Yes.**”

- Mike Wheeler



Here is an actual quote from one of the survey respondents, who is a good example of turning a negative into a positive to get what she wanted.

"I had a lack of real-life experience in Salesforce. I now have a great job because I had a CRM background and I stressed my business skills."

In this, she recognized she had a lack of experience in Salesforce. She acknowledged the obvious 'negative' and found the positive positioning by highlighting her business skills and CRM experience.

Challenge 3 - Succeeding at the Interview

The third challenge you have faced is not being able to ace your interview. You have shared that you are getting hit with technical questions, how you would overcome or solution certain challenges. You have been asked scenario based questions and even given tests to determine your skill level.

"I now have a great job because I had a CRM background and I stressed my business skills."

- Salesforce Student, Stephanie



This has caused a chain-reaction of internal challenges where many of you express a lack of confidence in the interview. Your nerves pop and the "Imposter Syndrome" kicks your teeth in, leaving you speechless.

Let me give you your voice back. Regardless of how you do in the interview room today, the sun shall rise in the East tomorrow. There are plenty of Salesforce jobs out there - [3.3 million more](#) are coming between now and the year 2022. Any interview is a free learning experience and one step closer to getting to Yes. If you stumble or bomb the interview, this is an invaluable insight into how to improve and get to the *Frictionless Yes*. The key is to "**Just Bring Value**".

Make the interview not about yourself, but about the person on the other side of the desk. They are there for a reason, so respect that fact. Study them, before, during and after the interview and find a common ground. Figure out their wishes and how you can make their life easier. Just bring value into the interview room and keep the stakes of you landing this particular job in the proper perspective. You'll either land the job or learn. There is no fail.

“A bruise is a lesson...and each lesson makes us better.”

- George R.R. Martin



Challenge 4 - Are You Experienced?

Lack of experience was by far the biggest challenge shared. It was reported by 40% of you. Lack of experience was so prevalent, it appears to be the driving force behind the other challenges. How do you succeed in an interview if you have no experience? How do you position yourself if you have no experience? How can you get experience without a job? How can you get a job without experience? Here comes the overwhelm!

Some reported they can't even find a volunteer opportunity to gain experience. Yet others bombed interviews for non-profits because they discovered that the data model in the Salesforce non-profit realm is vastly different than the enterprise version. What can be more demoralizing than not getting hired for a job that you are offering to do for free?

“How can you get experience without a job? How can you get a job without experience?”

a.k.a. the “Salesforce Career Catch-22”



And for those of you with some experience, many found that job postings were requiring 3 or more years. There's also a huge disconnect with recruiters. Either they don't understand Salesforce or the difference between an Administrator and a Developer role. Recruiters and the Recruitment process is veiled in mystery to many of you, with much confusion around contract vs. perm vs. temp-to-hire vs. 1099 vs. W-2.

I have so many practical examples and tips on how to grow your experience, even without having a job on the platform. I'll be going more in-depth into this in my upcoming video, but to wrap up this particular challenge, the answer is to be proactive. Get the experience by making it happen. Don't wait for it to be handed to you. **Make Your Own Experience.**

It's easier to do than you think and I have figured out many ways to build your resume, references, and portfolio in order to prove that you've got the goods and you can deliver. Salesforce gives away free developer accounts. Exploit that to your advantage.

“Make your own experience.”

- Mike Wheeler



Challenge 5 - Waiting for the "Right" Job

This final challenge surprised me. Many of you said you were having a hard time finding the right opportunity or the right job or that you didn't have the right contacts. Some even expressed that they had passed up job offers because they had a better opportunity they were hoping would come through. Remember... the bird in the hand is worth two in the bush!

Just like every person starting out, you may have to work your way up. I think why this challenge has crept in is because so many of you have already put in your time in other industries. You have worked your way up the ladder in some other vertical.

So perhaps all you really need here is a reminder. If you get a job offer on the Salesforce platform, I have two words for you -**take it!**

“We must let go of the life we have planned, so as to accept the one that is waiting for us.”

- Joseph Campbell



Regardless if the commute is bad, the pay is below market rate or it's not your dream job...**take it!**

Having a relevant Salesforce job on your resume is like gold. If it means you put in some time and pay some dues, it will so be worth it in the long run.

Part of this indecision actually stems from having an overwhelming amount of opportunity. That's a good problem to have!

If you get a better offer next week...awesome. Welcome to the world of leverage and negotiation. Kiss the days of being a commodity goodbye. You have infinite options, so just land that first job and **don't be picky.**

“Having a relevant Salesforce job on
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Don't be picky.”

- Mike Wheeler

In Conclusion

- Take it ***One Step at a Time*** - Rome wasn't built in a day, and neither will your Cloud Career.
- Get to the ***Frictionless Yes*** - any negative can be turned into a positive.
- ***Just Bring Value*** - the interview process can be fun. Make it about them instead of you
- Be proactive and ***Make Your Own Experience***.
- Take A job on the Salesforce platform and don't wait for THE job - ***Don't be Picky***

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