

A woman with voluminous curly hair, wearing a brown turtleneck sweater, is smiling warmly at the camera. Her arms are crossed. The background is a soft-focus office setting with other people blurred in the distance. A large, thick yellow arc curves across the left side of the image.

SALESFORCE CAREER
ACCELERATOR
TOOL KIT

talentstacker.com

ARE YOU READY TO **TRANSFORM** YOUR CAREER?

We are here to help!



Whether it's your first day in your new Salesforce role or you are a seasoned pro looking for guidance on how to elevate your career - you have come to the right place.

Talent Stacker has helped **20,000+** individuals jump-start their Salesforce careers and now we are here to take it to the next level.

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welcome to the talent stacker

SALESFORCE CAREER ACCELERATOR TOOLKIT



Here at Talent Stacker, we are on the front lines of helping professionals navigate their career journey. Our **Salesforce Career Accelerator Program** is the culmination of this experience and expertise and is designed to provide career guidance and community support that will help you transform your career journey and your life.

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**We know transformation
requires a big **commitment**
and we want to make sure
you are ready.**

This **Career Accelerator Toolkit** is a FREE value-packed, mini-version of what you can expect from our full Accelerator. From identifying career goals and your brand strategy to negotiating your salary and preparing for the future of Salesforce - we have a lot of great tools to get you started!

LET'S GET TO WORK!



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accelerator tool #1

THE CAREER PLANNER & JOURNAL



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LESSON OVERVIEW

- As you work to accelerate your Salesforce career, the first place you will want to start is taking the time to set goals and track your progress towards those goals. We recommend keeping a Career Development Plan and Journal.
- This is something the vast majority of professionals fail to do and then they are left wondering in a year or five why they are still at the same place, making the same income, and with an unexciting, stagnant career. But that's not going to be you!
- As you develop your plan, be thoughtful and really put consideration into filling out this information as it could very well be the difference between long term success and long term "okay-ness".

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#1

THE CAREER PLANNER & JOURNAL

how to take action

GET YOUR PLAN READY

To get you started, we have created a Career Development Plan and Journal Template for you to use and customize to meet your needs.

[DOWNLOAD TEMPLATE](#)

**All of the templates in this toolkit are intentionally set to "View Only" - you can either download or create a copy. "Requests to Access" will be denied.*

- As you identify and list your goals, we recommend keeping in mind the **S.M.A.R.T. framework**. Are your goals Specific, Measurable, Achievable, Relevant, and Time-Bound? Defining these parameters as they pertain to your goal helps ensure that your objectives are attainable within a certain time frame. This approach eliminates generalities and guesswork, sets a clear timeline, and makes it easier to track progress and identify missed milestones.
- Make sure to keep your Career Development Plan and Journal up to date and schedule a reminder to check on your progress regularly.



#1

THE CAREER PLANNER & JOURNAL

how to take action

S = SMART

When setting a goal, be specific about what you want to accomplish. Think about this as the mission statement for your goal. What actions will you take to get there?

M = MEASURABLE

What metrics are you going to use to determine if you meet the goal? This makes a goal more tangible because it provides a way to measure progress. If it's a project that's going to take a few months to complete, then set some milestones by considering specific tasks to accomplish.

A = ACHIEVABLE

Is the goal doable? Do you have the necessary skills and resources? If not, maybe there is a sub goal that needs to be obtained first?

R = RELEVANT

Relevance refers to focusing on something that makes sense with the broader business goals or your personal goals. For example, if the goal is to launch a new program or service, it should be something that's in alignment with the overall business/department objectives.

T = TIME-BOUND

Anyone can set goals, but if it lacks realistic timing, chances are you're not going to succeed. Providing a target date for deliverables is imperative. Ask specific questions about the goal deadline and what can be accomplished within that time period.

accelerator tool #2

DESIGNING YOUR BRAND STRATEGY



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LESSON OVERVIEW

- Within the Salesforce Career Development Program, the preamble to the Accelerator program, we primarily focus on getting individuals setup in the Salesforce ecosystem. Perhaps they don't have a Salesforce resume or have never used LinkedIn as a networking tool - everyone has to start somewhere!
- With the Accelerator program, however, we are making the assumption that you are already in the ecosystem and are really looking to level up your Salesforce career.
- In order to do that, we need to have a conversation on your branding strategy - specifically who you hope to be as a Salesforce professional, what value you are looking to contribute, and how we can best showcase that story for your clients or potential employers.

#2

DESIGNING YOUR BRAND STRATEGY

how to take action

GET YOUR STRATEGY READY

To get you started, we have created a Talent Stacker Branding Strategy Template for you to complete your answers to the questions below.

[DOWNLOAD TEMPLATE](#)

IMPORTANT BRANDING ?S

- Who Are You as a Salesforce Professional?
- What Salesforce role or vertical are you in now or hope to be in the future?
- If you are currently looking to transition Salesforce roles, what are your goals for your next role?
- What value do you bring to your clients? What makes you unique or sets you apart from your competition?
- What feeling(s) do you want to convey as a professional in the Salesforce space?
- Define Your Salesforce Mission Statement.



#2

DESIGNING YOUR BRAND STRATEGY

how to take action

IF YOU FIND
YOURSELF
STRUGGLING
WITH THIS
EXERCISE, WE
RECOMMEND



- Checking out the **Building Your Dream Job Board Workshop and Template** for additional inputs and context.
- Connect with a fellow Salesforce colleague who knows you well and see if you can do this together! Sometimes it can be helpful to have a trusted colleague to reflect back to you what you might not see yourself.
- Visualize it! Sometimes photos can be a great starting point if you are having trouble putting into words what you want to say. Find a few photos or powerful words that might convey the same meaning. You can put these together on a board digitally or print them out and hang them up together.
- This exercise might take some time and that's okay! By completing this introspection and putting down on paper how you want to present yourself in the space, it will help you in building a cohesive and powerful branding and networking strategy. In the **Career Accelerator Program**, we will use this strategy as a foundation to exponentially elevate your networking and career engagement.

accelerator tool #3

OVERCOMING IMPOSTER SYNDROME



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LESSON OVERVIEW

- Have you ever felt like it was just a matter of time before someone figured out you weren't as amazing as they thought? Or maybe you're secretly wondering if you belong or you're going to fail? One of the biggest hurdles we see with Salesforce professionals in the ecosystem is the struggle with Imposter Syndrome.
- Imposter Syndrome is real and is defined as a psychological pattern in which an individual doubts their skills, talents or accomplishments and has a persistent internalized fear of being exposed as a "fraud."
- If you have felt these feelings, you are not at fault and you are not alone. We've ALL been there. But the question is, how do we work to overcome it?

#3

OVERCOMING IMPOSTER SYNDROME

how to take action

The American Psychological Association* outlines 7 great strategies to help quiet those internal voices and help you conquer your imposter syndrome.

LEARN THE FACTS

Take a step back and look at the bigger picture. What facts support that you deserve to be in your role? There is a reason you are in this role. Name the facts and write them down.

SHARE YOUR FEELINGS

Sharing your imposter feelings with others can not only reduce loneliness but also open doors for others to share what they see in you.

CELEBRATE YOUR SUCCESSSES

Make sure to celebrate your successes! If someone congratulates you, don't move on too fast. Pay attention to how you respond and aim to speak more positively about yourself.

LET GO OF PERFECTIONISM

No one is ever going to be perfect 100% of the time. Focus on cultivating a growth mindset and understanding what you can learn from failure.

#3

OVERCOMING IMPOSTER SYNDROME

how to take action

CULTIVATE SELF-COMPASSION

Allow yourself some compassion. Using mindfulness to shift from an external focus of self-worth to an internal one—can help you let go of perfectionism. Try to observe when your imposter feelings surface and how you respond to them.

SHARE YOUR FAILURES

Discussing failures in a group can help paint a more realistic portrait of what other people are struggling with and helps build a community of support and empathy.

ACCEPT IT

Taming imposter feelings doesn't mean they'll never show up again, but by learning to recognize when they come up and how we react/respond, we can cultivate a more mindful practice around these feelings.

If you find yourself struggling with Imposter Syndrome, we recommend picking 2-3 of the tools above and, identify how you plan on implementing these strategies.

If you need a space to share, feel free to connect with our community at **Salesforce for Everyone**. You are not alone.

**Palmer, C. 2021. How to overcome imposter phenomenon. Monitor on Psychology. Vol. 52, No. 4.*

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accelerator tool #4

NEGOTIATING YOUR SALARY



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LESSON OVERVIEW

- Perhaps you have been in your role for a while and you are looking to transition to a new position. This can be both a scary and exciting time. The most important part is that you are prepared for what comes next - that's why you are here!
- One of the biggest pieces of transitioning to a new role where people need support is the salary negotiation. Many feel that this is a VERY uncomfortable conversation, but it doesn't have to be.
- Having a well thought out plan and strategy for your salary negotiation can make all the difference in asking and getting what you want.

#4

NEGOTIATING YOUR SALARY

how to take action

GET YOUR PLAN READY

To get you started, we have created a Starting Salary Negotiation Template for you to use and customize to meet your needs.

[DOWNLOAD TEMPLATE](#)

**All of the templates in this toolkit are intentionally set to "View Only" - you can either download or create a copy. "Requests to Access" will be denied.*

STEP 1: WHY ARE YOU FEELING YOU SHOULD ASK FOR MORE?

It's often seen in the salary negotiation advice world to always ask for more compensation. In many cases, it's true - you should ask for additional compensation. Before you do, it's important to ground yourself in your 'why?'



#4

NEGOTIATING YOUR SALARY how to take action

STEP 2: GATHER YOUR REASONS FOR WHY YOU ARE REQUESTING MORE

This step goes hand-in-hand with Step 1. Think about any reasons/evidence why asking for increased compensation is valid. It's encouraged to write this down so you can remind yourself throughout negotiating why you're doing this. In some cases, you may not need to bring up your reasons - they may just honor your request. But in other cases where you feel it's needed, or they counter below your ask, you may want to share your reasoning.

STEP 3: GROUND YOURSELF IN A HEALTHY MINDEST

Whether it's negotiating a job offer or asking for a raise, it can very much feel like a Me vs. Them moment. Going into these scenarios with your defenses up and sword ready is not likely to bring positive results. Instead, we should change our mindset to see it as 1) a way to feel seen/heard and 2) a way to help your potential employer see the value you're bringing more clearly and directly.

STEP 4: COMPLETE YOUR SALARY NEGOTIATION TEMPLATE

Take some time to research and fill out your salary negotiation template. Also, don't forget to practice this dialogue out loud - you want it to feel as smooth and natural as possible.

NEGOTIATING YOUR SALARY

how to take action

FINAL THOUGHTS



Negotiating your salary can be a templated process just like how it's described here. Other times it's important to remember that interview processes are unique and everyone brings their own set of qualifications, experiences, and personal needs to the negotiating table. Knowing your worth and what you need to be happy/successful in this new role is a crucial part in feeling confident advocating for yourself.

With that being said, not every negotiation is going to end up with you being 100% happy or confident about this new role. And that's okay. If you feel like 80%, 85%, 90% is enough, then maybe you're ready to accept. But it's also important to know when to walk away. This shouldn't be seen as a failure, but rather a strategic decision to prioritize your own well-being and professional growth.

At the end of the day, it is your decision to make. But talking it out with trusted colleagues, mentors, career coaches, friends, or family can help you lighten the pressure of making the decision all by yourself. You got this.

accelerator tool #5

THE PATHWAY OF THE FREELANCER



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LESSON OVERVIEW

- As you take the next step in your career, one of the pathways that you might be considering is Salesforce Independent Consulting, also known as Freelancing. Now as a Salesforce Freelancer, there are many more aspects to consider beyond just that of an Administrator or regular Consultant. From finding clients to running your own business, Salesforce professionals considering the freelancing route have many additional obstacles to overcome.
- With the **Salesforce Career Accelerator Program by Talent Stacker**, we have provided the strategic framework and all of the templates you will need to hit the ground running as a Salesforce Freelancer. The video above is just a small glimpse of what these resources will entail.

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#5

THE PATHWAY OF THE FREELANCER

how to take action

GETTING CLIENTS - THE LEAD MAGNET

As Bradley mentioned, one of the first hurdles you will have to overcome on your way to Salesforce Freelancing is getting clients. One of the pathways by which you can start doing this is through a Lead Magnet. A **lead magnet** is a marketing term for a free item or service that is given away for the purpose of gathering contact details. The higher value the item/service - often the better the lead.

So for this toolkit item we are going to encourage you to start brainstorming what your first Lead Magnet might be and write them in the space below.



LEAD MAGNET BRAINSTORM

- 10 Point Safety Inspection Checklist to Protect Your New Salesforce Org
- Enhanced Email Templates for Salesforce That Will Take Your Sales Team to the Next Level
-
-



ARE YOU READY TO EXPLORE **POSSIBILITY** WITH TALENT STACKER?

We hope you
have found
value in the
Career
Accelerator
Toolkit!

Talent Stacker is best known for the groundbreaking Salesforce Career Development Program geared towards entry level talent which became the #1 Salesforce Career Program in the world after just 1 year.

What many don't know is that Talent Stacker is equally dedicated to existing Salesforce talent and enabling Salesforce professionals to tap into the highest potential of this career path. Whether your goal is to build foundations for rapid promotions, negotiate for the highest salary, travel the world with freedom, or start your very own Salesforce business – **Talent Stacker has you covered.**



WHAT COMES NEXT?

If you are a Salesforce professional committed to lifelong learning, next level career development, and positioning yourself to best serve your clients now and in the future - **Join the Career Accelerator Program today and explore what's possible.**

JOIN THE PROGRAM

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