



How To Excel In Your First 30 Days In Your New Salesforce Role

By Lee Durrant



After working hard with a specialist recruitment company to land a new Salesforce role, you might think everything is in hand.

The truth is that the interview process lasts a lot longer than you might think. Even after a hiring manager has offered you a role in their company, it is still crucial that you validate their decision that they made the right choice in hiring you.

During your first 30 days, it is up to you to prove to your new team that you have what it takes.

The good news is that there are several time-tested strategies that you can implement from day one.

This guide will provide you with everything you need to know to streamline the transition into your new Salesforce role. By the time you have finished reading, you will be ready to hit the ground running and make the right impression in your new company.

Let's get started.

Lee



Step 1: Knowing Where to Focus Your Efforts

What Is Expected Of Me?

Everyone wants to start a new job on the right foot, particularly when it is a role you've wanted for years. From the moment you start on your first day, you must validate the hiring manager's decision.

That doesn't mean starting with a to-do list and a pre-defined set of goals to accomplish from your perspective based on what you think is critical.

Remember, every role and organisation is different. Your recruitment company will have helped you to find a position that suits your unique Salesforce skills, abilities, and career goals. But it is now up to you to find out what's expected of you and how you need to interact with your team and department's key members.

Ask yourself:

- What are the company's priorities? While this may be covered in the onboarding process, it is worth clarifying with key stakeholders what you are expected to achieve both in the short, medium and long term.
- What will it take for you to be successful in your day-to-day role, and how can you excel in the months to come?
- What do your team and department need to deliver?
- What is your manager's style, and how can you both work together to address the bigger goal and have a good working relationship?
- How will you be measured/evaluated? Will your performance be reviewed in the next 3 to 6 months?
- Which key performance indicators will be crucial for you to achieve?

The more you know about your new Salesforce role and what is expected of you in your new company, the better.

As a key player in your new company's post-pandemic CRM strategy, it will be up to you to steer projects and positively input how to develop sales strategies for the 'new normal'.

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Focus On Learning And Growing

Once you have a clear insight into your new role and the performance parameters against which you will be measured, it is time to look at your ongoing development.

The saying goes that “*every day is a school day*”. It is especially true if you want to perform well in Salesforce. We are living in a world where change is the only constant. Therefore, the skills and abilities you developed a few years ago will need to be continuously developed.

While your capability to deliver in your new Salesforce role is important, so is your ability to communicate well with everyone in your organisation. As a market leader in the Salesforce recruitment sector, hiring managers frequently tell us that they are looking for individuals who can communicate well, are good team players and have a ‘positive’ and willing attitude.

These are skills anyone can develop, and it starts by asking a few questions to increase your knowledge while letting your organisation know how invested you are in their growth.

- What is the company’s current vision, and how does my role fit into future results?
- What are the essential contributions my department makes to the business?
- How does my role support the organisation in the short term/long term?
- How does my team prefer to communicate?
- What will my critical goals be within the first 30 days?
- How can I demonstrate my value in the first month?

The more questions you ask, the easier it will be to position yourself in your new role. While many people will ask questions about systems and processes, it is astounding how few recruits pose questions referred to above. You can now begin to see how easy it is to start making an impact.

Get to Know People

Once you find your dream job, the connections you make within the organisation will help to ensure that you excel while impressing your new manager and colleagues.

As your new role is also in a new company, start building your network. Do this by speaking to people in your team, getting to know your peers, and talking to colleagues in cross-functional teams that you will interact with on a day-to-day basis and people across the wider business.



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Remember the saying, “Your network equals your net worth”. No matter the company you work for, human dynamics will always play a role in how people get along. The reality is that we are all different, and it is easier to get along with others who are different to you than most people think. It takes a little thought and effort, that’s all.

Pay attention to differences between how you did things in your previous role and how things operate with your new company.

Culture is a huge factor in the world of Salesforce.

If you have used a specialist recruitment consultancy like ourselves, they will know and understand how different businesses and their cultures work. They will not have recommended that you consider an organisation that wouldn’t be a fit for you.

Understanding your new culture and the people within it takes a few simple steps. Make the most of every micro-interaction with your peers and learn about others’ communication preferences.

For instance:

- Do you call, email, WhatsApp, or video call people to ask them a question?
- Are you more likely to influence a colleague by having an informal or formal meeting?

It’s also good to understand:

- When are meetings optional or mandatory?
- How much checking in with your team is the right amount?
- Is it OK to say no to social or Zoom meet-ups?

Understanding the communication foundation will help you get to know your new team and connect with people faster. Building a connection with others will create ‘trust’ between yourself and your new manager and colleagues. As a result, you will enjoy more support on a day-to-day basis, allow yourself to demonstrate you are a team player and create ongoing opportunities to grow and develop.

Step 2: Demonstrating the Right Skills and Attitude

The skills you need to demonstrate in your new position will depend on your role. Think back to the job description you read when your recruitment company supported you to find the right Salesforce career move.

Today organisations have people of every generation and culture working for them. Therefore, it’s essential to show an ability to work with people inclusively and positively in your first 30 days.

Here are some examples that hiring managers share with us about what they are looking for their new hire to demonstrate.

Specific Technical Skills

Your recruitment company recommended you for your new position because you had the right skill set, training, education, and background for the role. Your employer will have hired you in the same vein because they saw the potential in your experience, connections, and past projects you have delivered.

Review your job description carefully and think about how you can demonstrate your technical Salesforce knowledge and skill during the first 30 days of your new role. For instance, were you hired for your experience with multiple Salesforce Clouds, for example, Sales, Service or Marketing Cloud?

Think about how you can impact training your new team in these applications, especially if this will involve virtual training and coaching.

The Ability to Work with Others

Great employees know how to work as part of a well-rounded group. With that in mind, make sure that you are ready to be friendly, respectful, and professional with everyone you encounter.

Refine your communication skills and be as articulate as possible when explaining issues or asking for help. Ensure you are familiar with the way people connect in your department and be ready to adapt.

Consider this: with company culture and employee engagement a massive focus for employers of Salesforce teams, demonstrating a positive attitude and the company values will be critical in your first few weeks.

Proactive Problem-Solving Skills

Salesforce managers understand their new employees will need extra help during their first few weeks in post, no matter their seniority.

Although you may feel nervous to start with, learn as much as you can about the business and its objectives so that you can use your judgment and context to make decisions. It's better to go to your manager, think through the challenge first and have some options to discuss. Trust me; this will impress them!

Flexibility

Although every team member has the right to say “no” to work beyond their knowledge base or skillset, employers are looking for a willingness to go above and beyond from their employees.

Ensure you are familiar with the way people connect in your department and be ready to adapt.

While it's vital to know what's expected of you in your new role, it's essential not to use that understanding to avoid additional tasks and requests.

Being flexible wherever possible will help you earn your manager and colleagues' respect by showing them you're willing to do what it takes to be valuable to the company.

At the same time, it can also mean you build relationships with other team members, particularly if your flexibility helps them out. For instance, you might agree to assist a colleague with a complex coding project, even if it's not directly part of your job.

Active Listening Skills

There's a difference between hearing someone and actively listening to them.

It is easy to hear someone speak in a chaotic work environment and start forming an automatic response in your mind. Note to self: As soon as you start thinking about your response to someone, you have already stopped listening. Take this as a sign you need to engage in listening and understanding actively.

Demonstrate the quality of your listening skills by checking the meaning of what you have just heard. Only then will you be in a position to contribute fully to a solution.

In summary, when starting your new role, listen and learn as much as possible. The more you can absorb about the industry, the brand, and the employer's expectations, the more likely you will get the results you both want.

[Hint: Never make assumptions about the way things are 'done' in your new organisation. It is much better to ask for clarification first.]

Prioritise and Organise

During those first 30 days, think about where you might be able to generate quick wins to validate your managers hiring decision. Review your existing work systems and ask yourself whether they fit with what you have learned about your new company and team.

Put in the time and effort now; it's for your benefit in the long term.

Though we are not advocating that you arrive an hour before everyone else or are the last to leave, remember that starting any new role is likely to push you outside your comfort zone. Therefore put in the hours to get through this learning curve.

Ask your manager what is the main priority for you now. Top Tip: Write it down and take copious notes that you review. Then jump into action.



Step 3: Forming and Demonstrating the Right Habits

Everyone develops certain professional habits over time - sometimes without realising it. These habits are formed by understanding company culture, knowledge of preferred work styles, and a sense of how to complete tasks as quickly and efficiently as possible.

The trouble is, the habits that worked for you in the past might not be as effective in your new Salesforce role. While sometimes they can map across to your new position, that might not always be the case, and some awareness and insight needs to be used.

Here are some crucial habits to consider as you transition into the next stage of your career.

Maintain Professionalism in Everything You Do

Fully understand the culture you are immersing yourself into, make sure you maintain a professional image in everything you do, including dressing in a way that fits with the company, being punctual, and acting respectfully towards others.

Avoid getting involved with workplace gossip even if it seems like a good way to build new friendships; it isn't. Instead, focus on making allies through being positive and passionate about what you are doing.

Focus on Results

Look for ways to validate yourself and demonstrate your worth to your manager. Keep notes of the results that you have helped the business to achieve.

Focusing on results will help you to highlight where you have excelled in performance reviews. Additionally, it will also ensure that you stay focused on the goals at hand as you develop your Salesforce career. Remember, if you want to generate as many positive results as possible, then take the initiative whenever it arises.

Here is an example of a good question to pose yourself: *"If I help design and build a certain number of new features, how will this move me closer to my goals and make a measurable difference to the company?"*.



Look for ways to validate yourself and demonstrate your worth to your manager.

Listen to Feedback and Work on Solving Problems

Feedback is not always easy to handle. However, some of the world's best Salesforce employees excel because they know how to respond to developmental feedback without taking things too personally. The more you listen to the suggestions your employer gives you, the more you can work on improving your performance.

Come up with creative ways to resolve issues that might be holding you back as you transition into your new environment. Demonstrating you are willing to do whatever it takes to help the business succeed will also communicate how serious you are about your career.

Stay Calm and Collected

A new job can come with increased pressure.

During the first 30 days, you will be under the scrutiny of your new team. However, it is essential to show that you can cope with this and respond accordingly. Even if you feel on edge, make sure that you do not show it. Demonstrate confidence and look for ways to solve problems before asking someone else for help.

Own Up to Mistakes

As tempting as it is to strive for perfection when trying to impress your new team, remember that you will probably not get everything right from day one.

It takes time to get used to a new company, and your employer will appreciate your willingness to learn, grow, and respond positively to your mistakes.

Own your mistakes and demonstrate that you learn quickly from each experience.
Constantly Improve Yourself

One of the best habits you can manifest in a new career involves learning what you need to work on and constantly seeking ways to improve. Determine exactly where you need to develop your knowledge, skills, and network to continue to grow your contribution to the business.

Share your thoughts with your manager and gain their input and support to ensure you can access the relevant training and mentoring to achieve your performance goals.

AND remember to use all of the Salesforce.com tools at your disposal to quickly master your new position.

Step 4: Deciding What to Give Up

Succeeding in a new role isn't just about refining your skills, developing new ones, and learning as much as you can about the organisation you work for.

A role in a new Salesforce company can be a fresh start and a chance to leave unsupportive habits behind you once and for all.

Thriving in your Salesforce career is as much about letting go of the things that are holding you back as it is embracing resources and methodologies that might propel you forwards.

Consider whether you might need to give up the following things to unlock your true potential in the position of your dreams.

The Quest for Perfection

It's easy to get frustrated when things don't work out exactly as planned.

Many Salesforce professionals spend their days stressed over small details. However, when you're constantly beating yourself up about the things that go wrong, it's very difficult to focus on making improvements to ensure that you don't encounter the same problems in the future.

Sometimes, being successful in your career is about letting go of the negative voice that chastises you for every mistake. Stop holding yourself to unreasonable standards and focus on doing your best. When mistakes happen, learn from them and move forward.

Saying "Yes" to Everything

During the first 30 days in your new employment environment, you'll want to demonstrate your value at every opportunity.

Saying yes might mean going beyond the call of duty and volunteering for tasks that aren't in your job description. However, while it's good to help where you can, it's essential to know your limits.

Saying "yes" to everything straight away might set a precedent that makes it hard for you to thrive in your new work environment. Additionally, when you agree to countless extra tasks, you might lose the ability to focus on your work, and consequently impacting your performance.

Know when you need to say "no". Contrary to some employee's beliefs, companies require employees to have the strength to say no, too.

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Excuses

While it's important not to beat yourself up for everything that goes wrong in your professional life, that doesn't mean that you should be pointing the finger everywhere but at yourself.

The most efficient and productive Salesforce Experts know how to own and take responsibility for their shortcomings and proactively change.

Now that you're starting in a new role, you have a great chance to leave excuses behind you. Remind yourself that you're going to make errors along the way to success, and that's OK. It's how you respond to the mistakes you make that matters. Rather than blaming others or your conditions for things that go wrong, address the problem head-on and ask yourself what you need to do to avoid something like this happening again in the future.

Looking for Shortcuts

There is such a thing as working smarter, not harder.

Sometimes, the best thing you can do in your career is to look for ways to make your job easier. However, finding ways to be more efficient isn't the same as looking for shortcuts or taking the easy way out. Make sure that you challenge yourself to accomplish your best with every task you take on.

Work smart, but don't cut corners.

Distractions and Procrastination

Distractions are a common problem in any career. There are some days when you're bound to turn up to work and feel less motivated. The key is knowing how to deal with the urge to procrastinate when it strikes.

Often, the easiest way to fight against distractions is to organise your time as efficiently as possible. Start each day by listing the three most important activities you need to do by the end of your day, ensuring that these tasks keep moving you towards your weekly and monthly performance goals.

Another good idea might be to block yourself off from typical distractions. If you know you'll be tempted to check your phone at work, turn it off as soon as you walk through the door.

Turn off notifications on your PC and have set times that you check email. Manage your email instead of letting it manage you.

The Fear of Failure

Finally, chasing your goals in the professional world takes work. The more you progress, the more you'll need to break out of your comfort zone, explore new things, and challenge yourself. Unfortunately, the fear of failure can hold many people back and stop them from reaching their full potential.

Remind yourself that you have the skills and talents to succeed in your new role (remember it was you who got the job), and don't let yourself fall victim to negative thoughts and self-doubt. Stay positive and remember to view every mistake as an opportunity for growth.

Achieving Success in 30 Days

The first 30 days of your new Salesforce role can be critical to your long-term career plan. Regardless of whether you're starting in a position with a new company or you're exploring the new responsibilities that come with a promotion, be prepared and know how to put your best foot forward.



By learning what to focus on from day one, discovering which skills and habits you need to demonstrate, and letting go of the things that might be holding you back, you can impress your new employer, which will affirm in their mind that they made the right decision in hiring you.

If you are still looking for your next Salesforce role, we can help.

As Europe's first Salesforce recruitment company, we have an extensive network of connections. Talk to us today about what you are looking for from your next Salesforce role and find out how we can help.

Call us today on 01322 272 532 or [contact us here](#) to take the first steps towards landing your next Salesforce role.

Thanks,

Lee



About Resource On Demand

Resource on Demand is Europe's first specialist Salesforce Recruitment Company.

We assist innovative and disruptive organisations to grow their Salesforce technology teams. In addition, we support companies to fill technology roles that span across Digital Marketing, Marketing Automation, Human Capital Management and the growing Salesforce.com suite of skills.

The team at Resource on Demand have access to an extensive database of key talent, registering over 8000 professionals each year.

To find out how we can support you with your Salesforce recruitment, call us on +44 (0) 1322 272 532

Lee and Theresa Durrant





Here's What Clients and Candidates Have To Say About ROD

Job Seeker

The consultants I have interacted with were very professional, efficient, well structured and friendly. I felt comfortable in working with them and I would highly recommend them and you as an agency for the future, for sure. Great team. Great work! Well done!

Digital Marketing Job Seeker

Ryan is a great professional who stayed in touch throughout the whole process. He was very responsive but also extremely knowledgeable in the field that I'm working in and knew exactly what I was looking for. Ryan made good recommendations and it was always great to have a conversation with him. I couldn't ask for a greater professional than him.

Consultant seeking work

Resource On Demand is without doubt the best Salesforce recruiter in the industry. They have a unique personal approach to recruiting that is rare for recruiters in any sector, and unlike many recruiters they actually care about where people end up! As a previous user of their services from both sides, I can vouch for their integrity and determination to find the right role for the candidates and the right candidates for the company. Keep up the good work guys!

Global Salesforce.com Manager

We would highly recommend ROD as a recruiter for client side resource and we would certainly use this recruiter every time we need new Salesforce.com skills!

*'Great team.
Great work!'*