



What is a Salesforce Administrator?

Salesforce provides customer relationship management (CRM) solutions to over 150,000 clients across a myriad of businesses, non-profits, and institutions. People around the world rely on the Salesforce CRM platform to stay connected with their customers. This is a rapidly growing field, and Salesforce Administrators in any of these organizations are critical for success.

What is a Salesforce Administrator?

Salesforce Administrators work with stakeholders to define system requirements and customize the Salesforce platform. To put it simply, they enable users to get the most out of Salesforce technology. A Salesforce Administrator best understands how to make the platform work for their company's goals. Think of Salesforce Administrators as trusted advisors on all things Salesforce. They are a vital bridge between business and technology.

What is the Salesforce Administrator Certification?

Salesforce Administrator certification is designed for those who have experience with Salesforce and want to maximize the value and capabilities of the Salesforce CRM platform. Becoming a Salesforce Administrator can be a valuable long-term career path or a way to improve the career path you're already on.

Salesforce Outlook

IDC, an independent provider of market intelligence for the information technology market, predicts that Salesforce's ecosystem will create **9.3 million new jobs** by 2026.

The Salesforce Admin Super Set credential courses prepare students for an entry-level Salesforce administrator position. You'll earn three Salesforce Administrator Superbadges: Lightning Experience Reports & Dashboards Specialist, Security Specialist, and Business Administration Specialist.

Average Starting Salary

Source: Salesforce.com

\$79,000

What industries utilize the Salesforce CRM platform?

A wide array of industries depend upon the Salesforce CRM platform including financial services, healthcare, communications and media, consumer goods and retail, manufacturing, education, and sustainability—although the Salesforce CRM platform can be a key component in nearly every industry in today's economy.

What salary can I expect to make in a Salesforce Administrator role?

According to Salesforce's research, the Salesforce Administrator field demonstrates a 400% annual growth rate for admins and an average U.S. starting salary of \$79,000, with an overall average U.S. salary of \$91,000.

What is the value of the Salesforce Admin Super Set?

Superbadges let you take the skills you've learned and apply them to complex business problems. With the Super Set, which includes three Superbadges, you can prove your hands-on skills with real-world business scenarios that test your expertise across reports and dashboards, business administration, and security, as well as prepare to take the next step toward the Administrator Certification.

What are some related Salesforce Administrator job titles?

While these are not all-inclusive, they are typical positions found across industries in the Salesforce Administrator field:

- Salesforce Administrator
- Business Analyst
- CRM Systems Analyst
- Business Systems Analyst
- Systems Administrator
- CRM Specialist
- Sales Operations Analyst
- Marketing Analyst
- Sales & Marketing Operations Manager

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