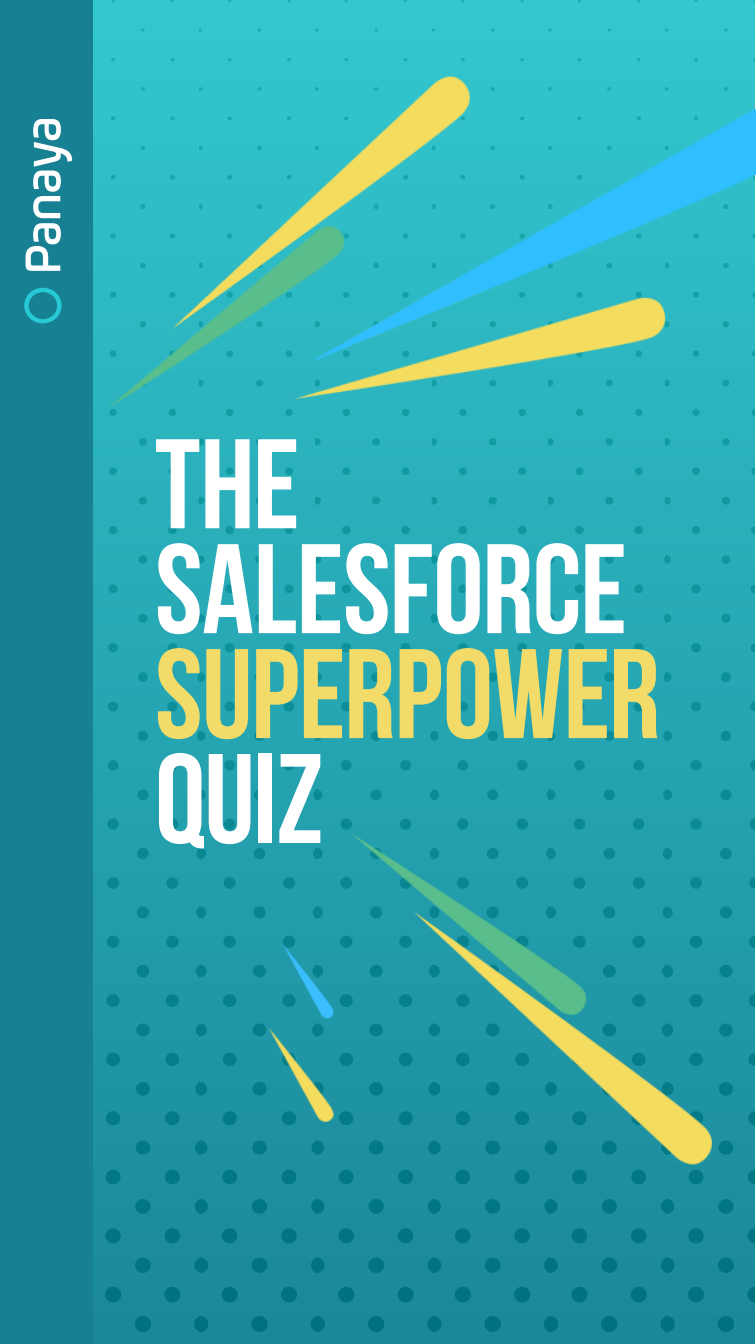




# THE FOUNDATIONS OF SALESFORCE AWESOMENESS

WHAT SUPERPOWERS MAKE THE  
SALESFORCE WORLD GO 'ROUND'?





# THE SALESFORCE SUPERPOWER QUIZ

From technical experts to marketers to UI wizards, Salesforce talent comes in all shapes and sizes. To dive deeper into the personality types that make up the global Salesforce workforce, Panaya created The Salesforce Superpower Quiz. This quiz helps users discover their Salesforce superpower and how they can use it to better manage their orgs. The quiz categorizes its test-takers into one of four personality types by measuring their habits, preferences, ambition, learning goals and values. No one personality type is “better” than another, but all of them work together to help the Salesforce world go ‘round.

The quiz has six questions designed to help users identify which of the four Salesforce Superpowers fit them. Whether Agility Champs who specialize in quick releases, Quality Masters who ensure that no code goes out without significant review, Innovation Gurus who are constantly looking at doing the best with the latest and greatest technologies, or Performance Legends who are focused on the system operating quickly and efficiently, Panaya services all kinds of Salesforce Superheroes. Below is a quick review of our quiz questions, the results and what they say about our users.

**QUESTION 1:****WHAT MAKES YOU FEEL EXTRA AWESOME?**

We wanted to know what makes our users get the most satisfaction out of their day because discovering what makes people feel satisfied in their jobs helps define the interests of that person and unlocks their talent potential.

The majority of our Respondents, 54% - indicated that “Discovering New Tricks” made them feel Extra Awesome when working in Salesforce. 18% of our respondents indicated that “Beating Deadlines” made them tick. 15% replied that “Bug-free changes” made them feel the best at work, while only 13% said they were especially jazzed when they found out new ways to handle “Boosting Salesforce Speed.”

Since the Salesforce platform is all about new tricks and innovations and every new release brings a whole bunch of new features and functionality to play around with, it's not shocking that our users like trying new tools and techniques. Making sure that you find enjoyment in what you do is a vital component of job satisfaction and development.

**54%**Discovering  
new tricks**18%**Beating  
deadlines**15%**Bug-free  
changes**13%**Boosting  
Salesforce  
speeds



**QUESTION 2:****FINISH THE SENTENCE:  
SALESFORCE ROCKS BECAUSE I CAN...**

Salesforce is a very particular animal relative to other common enterprise software, so understanding why our experts like to work on it helped us further identify what styles of talent work in the Salesforce ecosystem.

Not everyone in software development likes the mechanisms that Salesforce operates on, so it wasn't surprising when 39% of our test-takers said that they most liked that Salesforce can "Customize Things to My Liking." In a reasonably close second, 32% said that they love that they can "Develop quickly and easily" on the platform. 18% of our population said that they like being able to "Use Sandbox Before Going Live" and 11% said that they enjoyed the ability to "Choose Multiple Improvement Apps."

Salesforce is a very pliable series of clouds, so people who enjoy quickly and easily tailoring an entire database to their preferences do tend to be drawn to working on it.

**39%**

Customize  
things to  
my liking

**32%**

Develop  
quickly  
and easily

**18%**

Use Sandbox  
before going  
live

**11%**

Choose  
multiple  
improvement  
apps



**33%** How do I add value for users?

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**31%** What's the most efficient approach?

---

**29%** What will be the impact?

---

**7%** How long will it take me?

### QUESTION 3:

## WHAT'S YOUR FIRST THOUGHT WHEN ASKED FOR CHANGES?

The job of managing a Salesforce org is never done, as there are always new releases, new integrations, new requirements from your business partners, or new avenues of addressing technical debt. A true Salesforce professional is the one who is leading through change. When asked for new changes to the system, our respondents were fairly evenly split on their initial thoughts.

33% of our users said they first think, "How do I add values for users?" while 31% said they often wonder "What's the most efficient approach?" to sustainably solve the user's request. 29% said they first ask themselves, "What will be the impact?" while only 7% of people who are more keen on organizing their time and priorities think, "How long will this take me?"

The way people address problems can usually be summarized in their first reaction when faced with a challenge, and it's reassuring to point out that our quiz respondents are so focused on user satisfaction and experience and efficiency.

## QUESTION 4:

# FINISH THE SENTENCE: THE BEST ADVICE FOR A NEW TEAM-MATE IS...

Joining a new Salesforce team can be an overwhelming experience, as adjusting to the way the team works and the peculiarities of the data in the org you are entering, can be especially daunting. For this reason, having a solid onboarding plan is crucial to success. When hiring a new team-mate, we wanted to know how each personality type would help guide them.

48% of our respondents said that “there’s always new things to learn”, which is never more true than it is in the ever-changing world of Salesforce. 24% agreed that they’d advise a new hire to “take time to learn the Org,” which is always a necessary step in setting up someone for long-term success in Salesforce. 17% said “Happy users = job done,” while only 11% said, “Never compromise on performance.”

Most of our users really focused on the educational aspect of inheriting or joining a Salesforce team, showing that understanding and growing in the system is critical to success.

**48%**

There’s  
always new  
things to  
learn

**24%**

Take time  
to learn  
the Org

**17%**

Happy users =  
job done

**11%**

Never  
compromise on  
performance



**QUESTION 5:****HOW WOULD YOUR BEST FRIEND DESCRIBE YOU?**

While many people may have different work personas than they do in their personal lives, understanding what really motivates a person helps identify their work style and their strengths.

By asking respondents what their Best Friend for Life might say about them, we learned that 41% of our quiz-takers say that they “bring out the best in people.” Another 23% of our users report being viewed as someone who “get things done-fast.” 20% said their best friends view them as “One Step ahead of everyone.” A final 16% of our respondents say that they’re seen as one who will “never settle for second best.”

Whether an administrator, developer, QA pro or DevOps teammate, being a user-focused designer helps your Salesforce org perform and gain adoption, but ensuring that you can get development done quickly and expertly are just as important, too.

**41%**

Brings out  
the best in  
people

**23%**

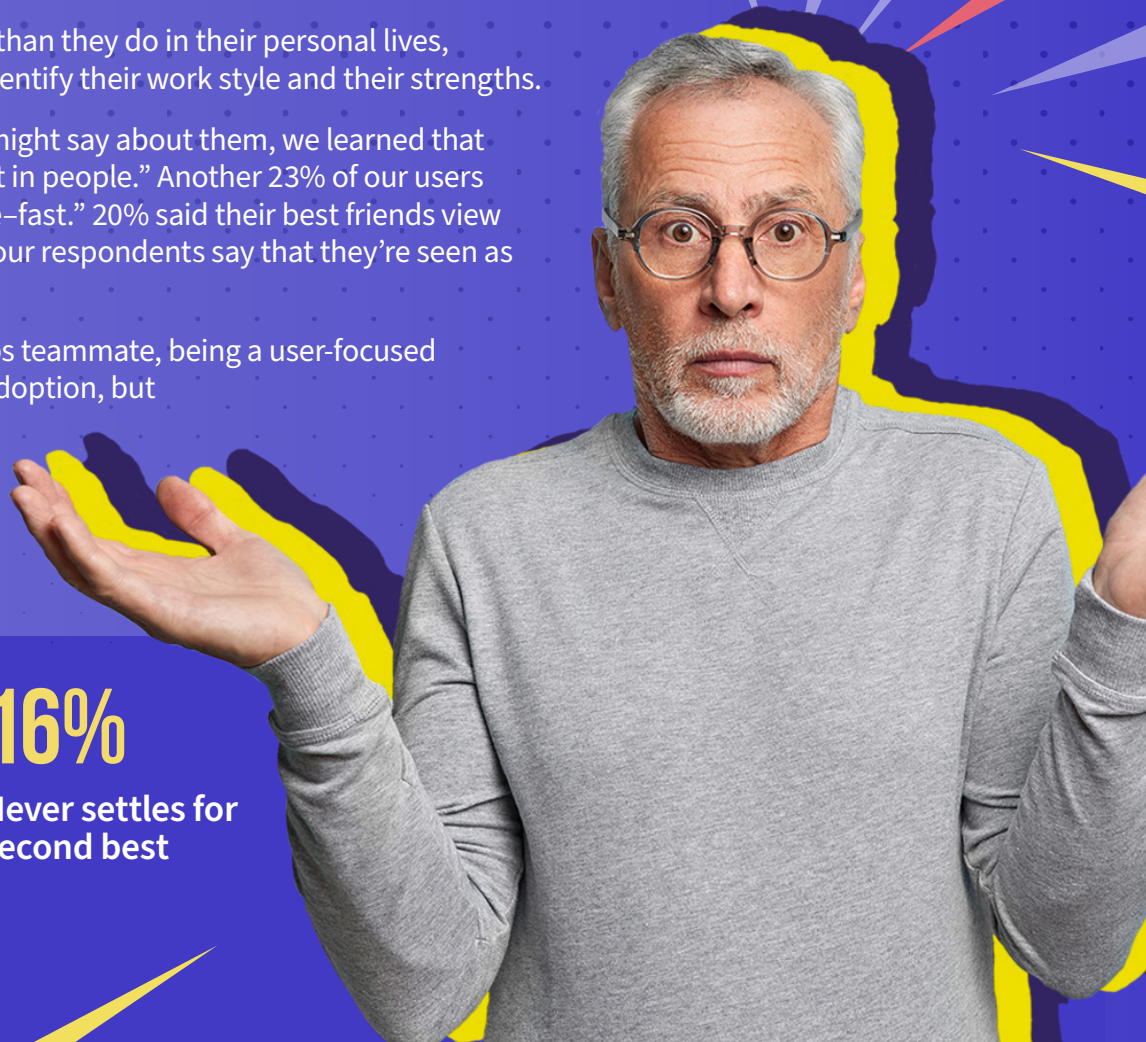
Get things  
done - fast

**20%**

One step  
ahead of  
everyone

**16%**

Never settles for  
second best



## QUESTION 6:

# WHAT'S YOUR AMBITION?

Career goals and performance are critical to professional growth, and understanding what you want to do to improve and enhance your skillset can really illuminate where your professional strengths lay.

When we asked our population what their ambition is, 52% of our respondents chose a focus on their end-users, saying that they aim to achieve a “customer satisfaction trophy.” Far behind, our second greatest answer, 22% said that they wanted to be a member of “The Efficiency Hall of Fame.” Our last two ambitions were very close in count, with 14% stating that they want to give “record-breaking request resolution” and the last 12% indicating that they want to get a “gold medal for quality control.”

Digging into the motivations and aspirations of our users helped us understand that the main values in our populations surround guaranteeing that end users have an easy, efficient and pleasant experience when using Salesforce.

52%

Customer  
satisfaction  
trophy

22%

The  
Efficiency  
Hall of  
Fame

14%

Record-  
breaking  
request  
resolutions

12%

Gold medals  
for quality  
control





# THE RESULTS

Salesforce talent comes in all shapes and sizes, and each of our four personality types is critical in keeping a well-managed Salesforce org afloat.

At 52%, the majority of Panaya respondents are Innovation Gurus, who love trying new things and exploring new technologies. But the other personality types still play a critical role in our user base. As our quick release, rapid-turnaround pros, Agility Champs were our second most commonly occurring personalities at 21% of our respondents. Our specialists who make sure deployments go with minimal hiccups, 17% of our respondents were Quality Masters. Last, but

certainly not least, 10% of our respondents are Performance Legends, who always make sure our orgs are running quickly and smoothly.

Now that you know which personality you are, examine your preferences and determine which activities you could adopt that compliment your work style, streamline your day and improve your output. Pick tools that will help you take your performance to the next level and protect the integrity of your Salesforce org during your deployments, no matter what your work personality and style might be.



21%




17%



52%



10%



# UNLEASH YOUR SALESFORCE SUPERPOWERS WITH PANAYA

Panaya is the Change Intelligence tool for Salesforce developments, customizations and implementations, helping you predict potential downstream impacts caused by new functionality at the click of a button. By allowing you easily accessible full insights into the dependencies in your org, broken down by components. Panaya adds intelligence and visibility into any deployment, helping our Innovation Gurus and Agility champs **deliver better and faster.**

No matter what your Salesforce Personality is, you should channel your inner Quality Master when you're planning your testing for deployments. Panaya offers Automated Risk-Based Testing solutions for Salesforce deployments, which helps identify what will break in advance to assist in testing only what you need to test. Quality Masters can use Risk-Based testing to better manage their test creation, test management and application before development, giving them **full confidence and greater efficiency in any deployment.**

# UNLEASH YOUR SALESFORCE SUPERPOWERS WITH PANAYA



Performance Legends can also use Panaya for org clean up and technical debt reduction, ensuring their **Salesforce org is operating at its peak**. Panaya also helps create a better product by assisting during User Acceptance Testing, since their User Acceptance Testing Recorder empowers developers to review specific breakage as performed by an end-user and easily identify where bugs and defects might be.

To learn more about Panaya and how it can **supercharge Salesforce changes, developments, and releases**

**[Start your Free Trial today.](#)**