

Salesforce Administration

Salesforce Administrators work with stakeholders to define system requirements and customize the platform. To put it simply, they enable users to get the most out of Salesforce technology.

A Salesforce Admin best understands how to make the platform work for their company's goals.

Some organizations may employ just one admin some employ many people in this role. A Salesforce Administrator's colleagues can rely on them to:

- Maintain the platform
- Make it as easy as possible for users of any technical level to use Salesforce
- Stay updated on the platform's new tools, capabilities, and updates

Think of Salesforce Administrators as your trusted advisors on all things Salesforce. They are a vital bridge between business and technology.

What does a Salesforce Administrator do?

At some organizations, administrator jobs are combined with other roles. Depending on their needs, some hire for this role specifically. Because of our platform's capabilities, having someone with an admin certification (more on that in a minute) can ensure the company is using the platform to its fullest potential.

Take, for example, your sales team. They might use Sales Cloud to keep track of opportunities and close deals. With the help of a Salesforce Admin, your salespeople can set up personalized dashboards, fields, alerts, and reports to shorten the sales cycle and track every lead in greater detail. This level of organization can lead to greater satisfaction among salespeople and new customers.