

salesforce

Trailhead for Partners

Walking Deck

Prepared by Partner Marketing

April 2020



Forward-looking statement

Statement under the Private Securities Litigation Reform Act of 1995



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The Salesforce economy

A growing impact

salesforce



Global Jobs
4.2M
New Salesforce
economy jobs by 2025

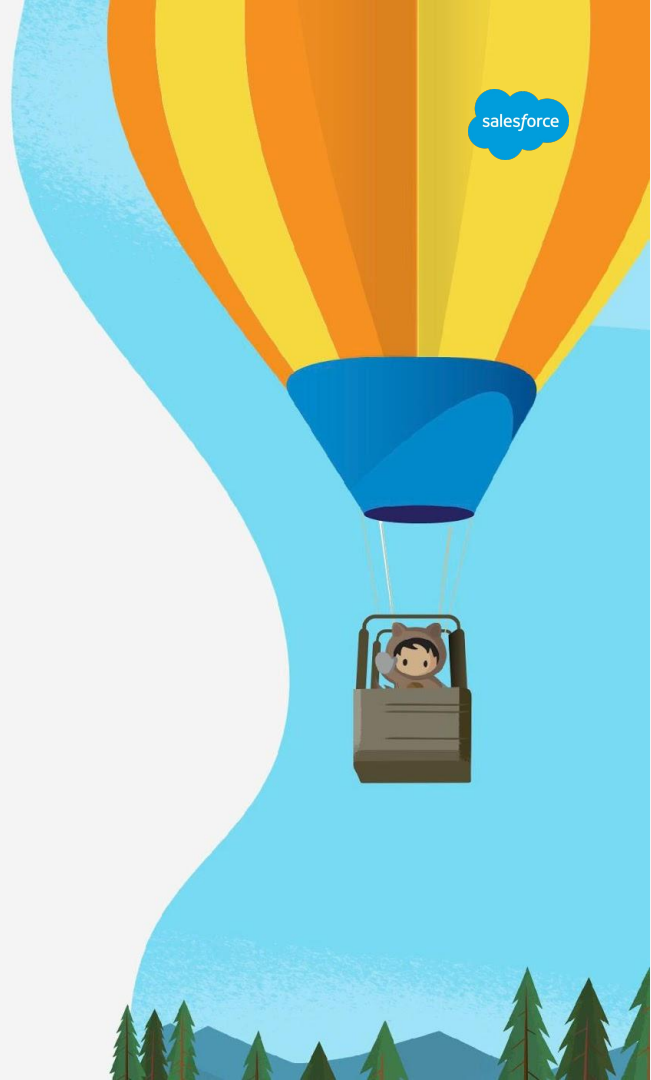
**Global
Economic Impact**
\$1.2T
New business
revenue by 2025



Source: IDC white paper sponsored by Salesforce, The Salesforce Economic Impact: 4.2 Million New Jobs, \$1.2 Trillion of New Business Revenues from 2019 to 2024, October 2019. The statements are based on the data from 2019 through 2024.

Expanding the partner ecosystem

The virtuous growth cycle



Empowering the partner ecosystem

To grow by adding talent and Salesforce expertise



Partner & Future
Partner Learners



TRAILHEAD
FOR PARTNERS



TALENT
PROGRAMS



PARTNER
LEARNING
CAMP

Talent Programs

Shaping the future by connecting Partners and Trailblazer talent

For practice & training leads as well as recruiters at ISV and consulting partners

Partner Learning Camp

Build, sell and implement better and faster than ever before

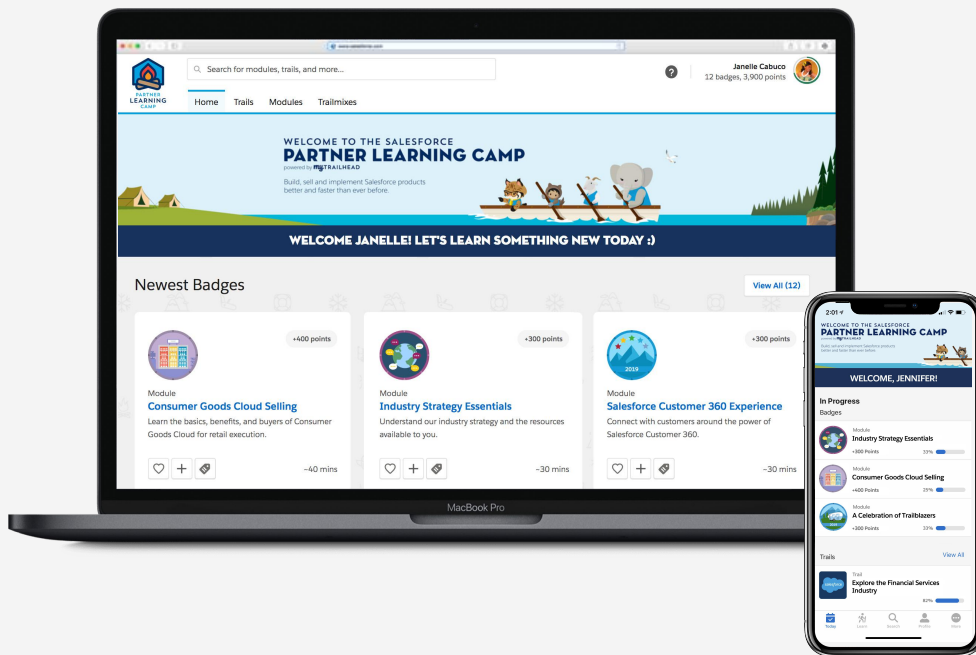
Practitioners and training leads at all partners, regardless of size or type



PARTNER
LEARNING
CAMP

Supercharge growth

With content exclusive for all partners, regardless of size or type



- **Boost Salesforce skills with expert training**
Access curriculum that has previously only been available to Salesforce employees—until now.
- **Quickly grow your Salesforce expertise** On-demand bite-size learning— anytime, anywhere.
- **Increase time to value for your customers**
With Salesforce insider knowledge for our products.



A Single Source to Scale Learning



Tailored for Your Needs

A quality learning experience for all partners, regardless of type or size



Learn How You Want

Access trail modules, in-person classes, and webinars curated just for you



Track Progress

Enroll in curriculum, and track progress all in one place

Partner Learning Camp FAQs



Q: Who has access to Partner Learning Camp?

A: Any individual with access to the Partner Community has access to Partner Learning Camp. Visit [TrailheadforPartners.com](https://trailheadforpartners.com) to log in.

Q: Why should I learn on Partner Learning Camp vs. Trailhead?

A: Partner Learning Camp complements what you learn on Trailhead. While Trailhead is open to everyone, PLC is made exclusive for partners and gives you an insider's guide to build, sell and implement Salesforce better and faster than ever before. Previously, this curriculum had only been available to Salesforce employees.

Q: How much does it cost?

A: It's free!

Q: What type of curriculum is provided?

A: The curriculum is made for all partners, regardless of size or type, ISV and Consulting.

Q: Will badges and achievements in Partner Learning Camp count towards Trailhead Mountaineer/Ranger levels?

A: Yes. Because Partner Learning Camp is private, you will not see PLC achievements in your public Trailhead profile. However, public Trailhead achievements are visible within Partner Learning Camp. It is possible for a Partner to achieve Ranger status here, when the accounts are linked.



TALENT PROGRAMS

Find and nurture talent

Through reskilling programs, new talent pipelines and community groups



Reskilling

Collaborate on cross training current employees & attracting new talent



Student Programs

Inspiring students to become the next generation of trailblazing consultants



Events & Connections

Connect, & engage with training programs & job seekers

Reskill: Level Up with Salesforce

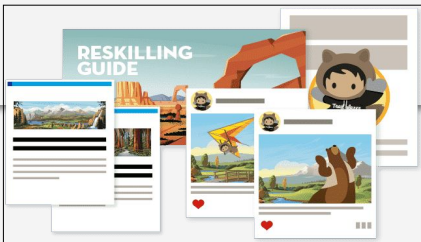
Helping partners, professionals, and individuals earn their first Salesforce credential



Support Partners with Cross-Skilling

Cross-skill toolkit

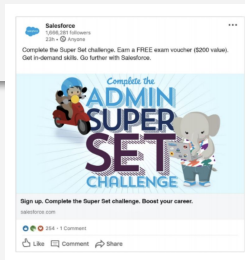
- Execution framework
- Email templates
- Social media assets



Global Engagement

Localized content and targeting

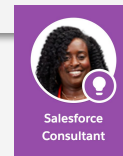
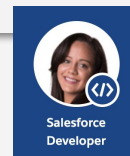
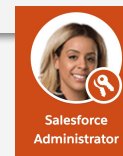
- Cross-skill kit in 8 languages
- Incentivized learning opportunities



Incentivize Learning with Vouchers

Cert exam vouchers awarded for Super Set completions

- Admin
- Developer
- App Builder



*Will launch in H2.

Student Programs

Inspiring Future Trailblazers



Integrate Curriculum

Create Standard Curriculum

Revamp educator portal to provide options for multiple audiences & global reach

Targeted Curriculum Distribution

Market and distribute options to educators & Partners

University Training Partnerships

Scale learning through training organizations integrated at schools



Build Student Awareness

Student Campaigns

Expand student awareness & build new credentialed individuals

Campus Events

Connect partners to talent, building Salesforce skills & expanding presence

Talent Programs BAM Kit

Extend Trailhead for Partners to university networks through alumni



Provide Hands-on Experience

Case Study Experiences

Bring real world experience to students through partner case studies, giving partners an opportunity to assess talent

Student Mentorship Program

Partner with Trailhead Connect to provide mentorship opportunities to students with partner commitment

A Sizeable Opportunity

By the numbers



2M

Trailblazers
learning on
Trailhead

1300+

Community
groups across
the globe

20K

Salesforce
Military
Trailblazing
members

250+

Pathfinder
graduates
trained on
Salesforce



Learn More!

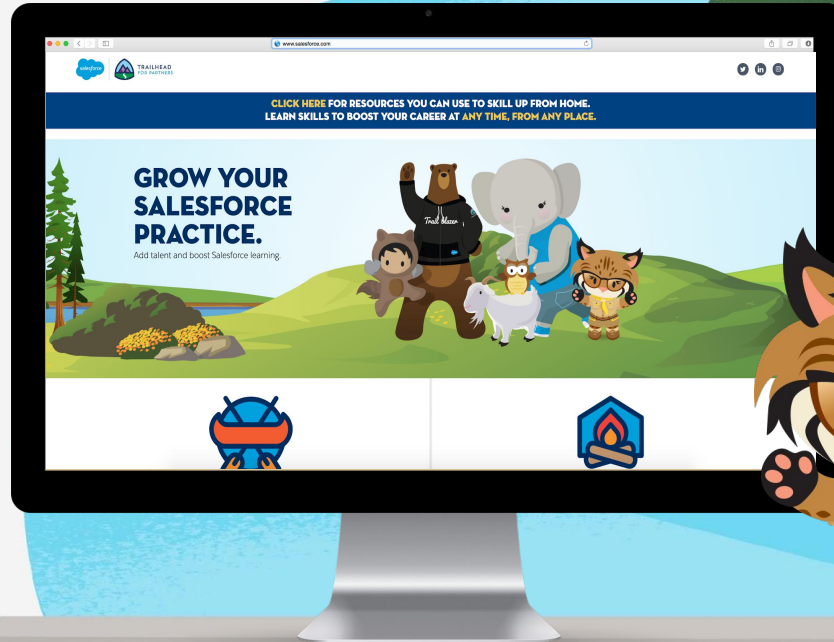
Visit TrailheadforPartners.com

✓ Visit TrailheadforPartners.com to access Partner Learning Camp and Talent Programs

- ✓ Find us in the Partner Community
- Partner Learning Camp Collaboration Group
 - Talent Programs Collaboration Group



TRAILHEAD
FOR PARTNERS





Thank
you

BLAZE
YOUR
TRAIL

salesforce