

# CREW SALESFORCE ACADEMY

A new way to engage emerging Salesforce talent.

## SO, HOW DOES THIS WORK?

At Turnberry, we use our proven program to build Salesforce talent in a high-demand ecosystem.

### 1. START WITH GREAT TALENT

Crew is a next-generation talent incubator that builds future leaders and integrates them with project delivery teams. Because we think differently about how to attract, train, and retain the leaders of tomorrow, our clients get Crew consultants who are motivated, eager, and humble high performers ready to hit the ground running in a new environment without baggage or bad habits.

Initially, our highly selective recruiting and interview process identifies top five percent talent with zero to five years' experience along three main career tracks:

- Project and Product Management (coordination, communication, planning, organization)
- Business and Data Analysis (process, systems, functional, data, finance)
- Technical Analysis and Software Development (systems, technical issues, junior development, data)

### 2. ADD OUR TRAINING APPROACH

Crew takes raw talent and accelerates it. Our New Associate Training program emphasizes consulting-critical soft skills such as communication, leadership, and work ethic, and then adds Salesforce technical and administrative skills. Our training program includes the following structure and components:

*Skills may be tailored for client, industry, and role.*

The foundation of our core curriculum focuses on developing key soft skills:

- Onboarding
- Foundational
- Tools and technologies

The next portion builds role-specific competencies and technical skills:

- Project management
- Business and data analysis
- Technical analysis

A la carte training builds a variety of skills:

- Agile transformation
- Organizational change
- Project controls and financials
- Tools: SQL, Tableau, Jira, Excel, Salesforce

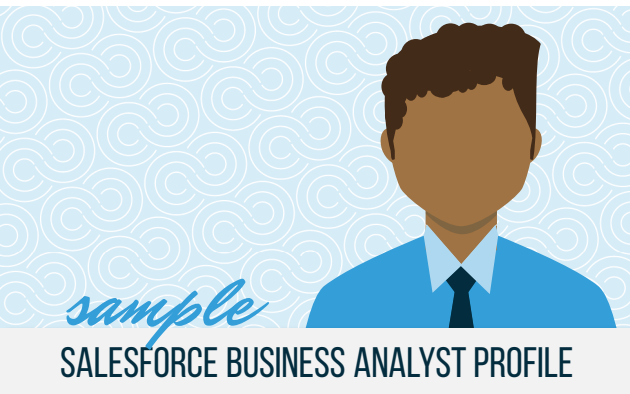


## 2. ADD OUR TRAINING APPROACH *CONTINUED*

### SALESFORCE ACADEMY

In a market where demand for Salesforce talent outpaces supply, Crew equips high-performing junior talent to be technical or functional Salesforce consultants in an Agile delivery environment. Each training is facilitated by an experienced Turnberry consultant and pairs a custom self-learning Trailmix with live use cases conducted by accomplished Trailblazers. Training covers Salesforce product areas, provides an understanding of foundational Salesforce architecture, and builds solutions through demo orgs. Upon completion of the course, consultants work toward their first Salesforce certifications and have completed learning these fundamentals:

- Understand user management and administration
- Understand Sales and Service Cloud architecture and data models
- Create custom objects
- Understand Sales, Service, and Experience Cloud fundamentals
- Modify security settings, profiles, role hierarchy, and permission sets
- Create Lightning record pages
- Develop and build reports and dashboards
- Manage and migrate data



### COLE P.

Business Analyst, Salesforce Administrator

Cole's Salesforce knowledge was integrated into a redesign and deployment project from workflow-based business processes supporting 10,000+ internal end users.

The client's system lacked the ability to prioritize work and user requests in an efficient manner. Cole combined his Salesforce, business analysis, and Agile skills to support the implementation and migration to Salesforce.

Now, the fully-functioning system provides a backlog of qualified work to be prioritized and developed on a quarterly basis.

### PROJECT EXPERIENCE OVERVIEW

- Assessed current-state processes and tools for collecting and reviewing work intake
- Gathered requirements from current users, future-state adopters, and leadership
- Participated in Scrum events and owned user stories in Jira
- Configured Salesforce using workflows, process builders, and other declarative tools
- Used Data Loader to migrate data from legacy systems into Salesforce
- Documented user guides and hosted training sessions
- Partnered with Salesforce architects to design next iterations
- Performed quality assurance testing



## 3. CONTINUED CONSULTANT TRAINING AND MENTORING

- For continued growth and development, consultants receive mentorship and ongoing training and support
- Each mentor is equipped with the knowledge and skillset to offer Salesforce guidance a consultant is seeking — troubleshooting, advanced certification planning, career advice, and knowledge sharing
- Salesforce mentorship is additive to the support systems already in place: career path management, delivery support, and training opportunities.



## 4. CERTIFIED HIGH PERFORMING JUNIOR SALESFORCE CONSULTANTS READY TO JOIN PROJECT TEAMS AND DELIVER IMMEDIATE IMPACT