ENCORE FOCUS

RIGHT-SIZE YOUR SALESFORCE TEAM
WHY FULL TIME ISN'T ALWAYS FULL VALUE

A practical guide to flexible staffing for technology leaders

Contents

Introduction

Running a Salesforce team is a balancing act. Hire too many full-timers, and they sit idle between projects. Hire too few, and your team burns out. Either way, it costs you time, money, and progress.

There's a better way: fractional staffing through managed services. You get expert Salesforce help only when you need it. No long hiring cycles, no wasted budget.

We've studied the numbers and observed a simple rule:

> If you have 16 hours or less per week of Salesforce work (~840 hours per year), don't hire full-time. Use managed services.
>
> That's 40% of a full time schedule. Below this break even point, managed services are always the better deal (lower cost, same output).

In this guide, we'll walk you through:

What's happening in the Salesforce talent market	The true cost of hiring	When and why managed services work better	Real world examples and a decision framework

Let's dive in.

The Problem: Talent is Scarce and Hiring is Expensive

Good Salesforce talent is hard to find

There are plenty of resumes out there, but many certified candidates lack real world experience. Certifications are everywhere, but skill and experience are harder to find.

At the same time, Salesforce is more complicated than ever. So is the system landscape it fits into. Sales Cloud, Service Cloud, Marketing Cloud, Mulesoft, Data Cloud, Einstein, Agentforce, and more. One or two people can't know it all. Your team can't keep up with the features you are paying for.

Meanwhile, you're paying for delays. The average cost to hire? Over **$4,700 per role, plus up to 25 percent of salary** if you use a recruiter. Senior hires can cost **$28,000** or more just to bring on board.

And once hired, full-time employees cost more than just their salary:

- Benefits, payroll taxes, and admin add 25 to 40%

- Paid time off, meetings, and slow periods reduce actual productivity to about 70%

- If they're underutilized, that number drops even further

Hiring takes months and costs more than you think

Hiring a full-time Salesforce expert usually takes 10 to 16 weeks. That includes:

- Sourcing and interviews

- Negotiations and notice periods

- Onboarding and ramp-up

With managed services, you skip all of that

You get:

- An expert who starts in days, not months

- No recruiter fees or onboarding delays

- Pay as you go flexibility: no work, no cost

How to Decide: When to Use Managed Services vs. Full Time

We crunched the numbers across all skill levels: admins, developers, architects. The break even point lands around 16 hours of salesforce work per week, or ~40 percent of a 40 hour week.

Below this threshold, managed services are the better deal every time. If you need more than 24 weekly hours of salesforce work, full time hiring starts to make sense. Everything in between? Run the numbers.

Quick Guidelines

Weekly Hours	Best Fit	Why
Less than 16 hrs	Managed Services	Lowest cost, flexible
16 to 24 hrs	It Depends	Run the numbers
More than 24 hrs	Full Time Hire	Steady work justifies it
Variable or Unknown	Managed Services	Flexibility is key

Real World Scenarios

Scenario	Duration	Expertise Level	Best Fit	Why It Works	Savings
New Platform Launch	3 to 6 months	Architect or Senior Dev	Managed Services	Deep expertise, defined timeline	35 to 40 percent
Ongoing Admin Support	2 or more years	Mid Level	Full Time	Consistent workload	N/A
Busy Season Support	3 to 4 months	Junior to Mid	Managed Services	Flexible scaling, temporary demand	40 to 45 percent
Parental Leave Cover	3 to 4 months	Role specific	Managed Services	Minimal disruption, fast start	30 to 35 percent
Skills Transfer Project	6 to 12 months	Subject Matter Expert	Managed Services	Build internal skills while executing	25 to 30 percent
Integration Project	4 to 8 months	Architect	Managed Services	Specialized tech, high ROI	35 to 42 percent
Long Term Steady Ops	3 or more years	Junior to Mid	Full Time	Predictable work, team continuity	N/A
Growth Support	6 to 18 months	Mixed Levels	Hybrid Model	Blend of coverage and internal scaling	20 to 30 percent

Common Use Cases That Work For Managed Services

Example Need	Time Commitment	Annual Hours
Seasonal Work	20 hrs per week for 6 months	520 hrs
Project Based	15 hrs per week for 8 months	480 hrs
Temporary Coverage	3 to 4 months	480 to 640 hrs
Specialty Implementation	6 month technical project	600 to 800 hrs

Why Choose Encore Focus?

We help you get more out of Salesforce, without overspending or overhiring.

What we bring

Expert-led company (our best reference is Salesforce… ask us about this)

Top 10% talent, on demand: LWC, Sales Cloud, Data Cloud, Agentforce, Mulesoft, and more.

Flexible delivery: Onshore, nearshore, and offshore.

Fractional access: Use just what you need, when you need it.

What you get

| Faster projects and better results | Access to talent you could not afford full time | Lower overhead and no long term payroll commitment | A scalable support model built for growth |

Ready to Work Smarter with Salesforce?

Encore Focus Managed Services gives you the support you need, without the overhead you don't.

Book a Call

Let's talk about how fractional support can help you scale with less headache.