

Finding Your Best Plan B SALESFORCE in Toms Case

As we get older and find we are less and less likely to land another Director, VP or CIO gig in IT-

We need all the help we can get finding what Wyatt Dunn calls "Plan B" (how I am going to feed the family, save for retirement, continue working into my 60s and 70s...) Following are some of our best tips for the ongoing conversation:

1. **Do you need a technology / product "anchor" in your resume? Yes, you probably do.** Tom has spent a career pursuing "technology independent" consulting and - reluctantly - concluded that in the current post-recession environment it is not practical for the sole practitioner. Note that Tom has the sales skills, extreme capacity to absorb rejection, tenacity, a supportive wife and no kids - and still can't get it done.
2. **How do I find the right "technology anchor" for me?**
 - o We are continuing to work on the best answers.
 - o Wyatt and Tom both found niches from their Results Resume history - where clients / employers had paid them to work with important technologies. (CRM, Salesforce.com for Wyatt and SharePoint for Tom.)
3. **Big Consulting Firms Building Practices around a Technology:** While this has good news / bad news - you must be careful either competing with or working for these guys - it is a strong indicator of market interest. Example: Wyatt notes that a dozen+ big firms are jumping on Salesforce while Tom notes that SharePoint practices seem to be less and less in favor, declining, being absorbed into general Microsoft practices (Tom thinks SharePoint is declining - becoming a commodity - and is looking for his next plan B (after a good 13 year run.)
4. **Subject Matter Expert Sites Such as GLG, Catalant Listings of All Projects Looking for Expert Help:** After you are registered as an expert some of these sites will allow you to look at all projects looking for expert help. Most of these projects have been sold by big consulting firms so this may be our best leading indicator of demand for technologies. [Click](#) for our consolidated notes.
5. **Indeed or Other Job Board might allow you to create a profile and filter on all open jobs for a particular technology.** Wyatt thinks this is possible and could really help validate good choices to pursue. (Tom notes that he has pursued some things in the past without validating that there really is a sustained demand...)
6. Compare Going Rate for Your Services: E.g. in Tom's case, it appears that the Salesforce world pays 20%-30% more for the sales skills as the Microsoft world
7. **Tom and Jeanette's Job Growth Report By Sector In DFW:** As full members you will have access to this monthly report which shows year by year hiring gains and losses by sector. This tells us where DFW employment is growing verses where it is shrinking.
8. **Find a Buddy Who Has Pursued Your Prospective Technology Niche:**

9. **Published Reports by Gartner, Others???** Some value - but Tom has been burned

User Group Critical Mass: Tom notes that the SharePoint user group in DFW is amazingly strong - several hundred participants - while the Dynamics user group is almost inactive / non-existent. The Salesforce Admin user group is inactive - while the Salesforce Developer group looks strong.