**Video Title:** Salesforce Recruitment Video

**Video URL:** <https://www.youtube.com/watch?v=tAXpYLRxFm8>

**Run Time:** 4:22

**Source:** One Productions/YouTube

**Close Caption Available:** Yes

The aspect of recruitment most closely related to this video is employer branding, described on page 113 of the textbook. The storyline to the video is Salesforce employees talking about their wonderful experiences as part of the company workforce. One employee emphasizes how much she enjoys helping customers. By helping customers, she becomes a better person each day. Making a big impact is important to a Salesforce professional. Another staff member talks about the incredible visions that customers create. One woman says she receives satisfaction from sharing ideas that she has created. Listening to customers is another key part of a Salesforce professional’s role.

Working at Salesforce gives professionals the opportunity to stretch themselves. The work at Salesforce is serious and combines technology and business. The company chooses among the best technologies to help customers achieve their goals. Another contribution of a Salesforce professional is helping people connect with each other professionally. Mention is made of how Salesforce somehow helps its workers with challenges at home. One man implies that working at Salesforce helps him provide better for his handicapped child.

*PLASE NOTE: The sound is muted in some places in the beginning of the video.*

*Questions for Thought and Discussion*

1. Why is the video just presented considered to be about recruitment?

2. In what way does this video about Salesforce contribute to the company’s employer branding?

3. Why do you think this recruiting video offers almost no information about qualifications for working at Salesforce, salaries, benefits, and advancement opportunities?

4. How does the Salesforce recruiting video appeal to job candidates seeking to do meaningful work?

5. Why doesn’t the vide mention he specific nature of Salesforce’s business, such as managing customer relationships