Candidate

Salesforce’s customer relationship management (CRM) software breaks down the technology silos between departments. Our tools power the “wow” moments that delight customers and create lasting relationships with them.

Salesforce uses

Salesforce’s is used for streamlining sales ,services, and marketing activities via industry specific products and seamless software integration. It offers solutions for various needs such sasales could, services could, community cloud, field services, CPQ and billing ets...

**Add a Lightning Component**  
  
**to open the App Launcher, then click Recruiting.** **Click the Candidates tab.** **Click New to create a Candidate record, enter a first and last name, then click**

What makes a candidate?

Employers want reliable employees so candidates should demonstrate **dependability, responsibility, and consistency in their job performance**.

How do I make a candidate list?

Determine the shortlisting criteria  
  
The first step in candidate shortlisting is to create a list of mandatory criteria, a list of must-haves. Then, note down the desirable criteria, a list that includes what is not absolutely essential to possess, but if they do, gives them bonus points

## What is Candidate Shortlisting?

Candidate shortlisting is the process of identifying candidates from your list of applicants to advance to the next stage in the hiring process (which could be a telephonic, video, or face-to-face interview). Recruiters use a list of must-have criteria to shortlist candidates. They remove candidates who don’t meet the criteria and reduce the list to a manageable size for the interviews.

With the vastly changed post-covid environment, people with a broader skill set are applying for all possible jobs, including those who are geographically farther off too. With the increasing volume of incoming applicants for a job, this can feel overwhelming. But if you can effectively shortlist, then identifying and closing those impeccable candidates wouldn’t be that difficult.