

Sales & Marketing

Recruiting Intervention Platform

We Get It!

As a hiring manager your day is packed with deadlines, deliverables, quotas and meetings. How are you going to make that next great sales or marketing hire? Unlike most recruiters we understand that you can't use a recruiter for every sales or marketing opening. But there is a time and place when outside recruiting help makes sense. Situations like.....

- When you can't afford a bad hire
- You have exhausted your personal network and internal referrals
- Internal recruiters don't have the bandwidth or contacts for the opening
- Current network of 3rd party recruiters just aren't getting the job done

When you do go outside you expect a better quality candidate and that is what you get with our RIP.

The Most Important Decision You'll Make This Year

Hiring the right software sales or marketing professional could be the most important decision you make all year. All hires are important but nothing is more important than picking the right talent to help you accelerate top line growth. You want to make sure you have the best and brightest field soldiers on your team that will drive you and your company to the next level.

The Second Most Important Decision You'll Make This Year

Choosing the right recruiting partner and process is also mission critical. The right recruiter can be your best secret weapon in the marketplace. Most recruiters sound the same ... "we know everybody...our database is huge... and we placed someone at XYZ competitor once upon a time...etc." You will be working with a team of "Industry Insiders" that only talks to the top 20% of software sales and marketing talent.



Domain Domination & Expertise

We have been helping technology companies build world class sales and marketing teams since 1987. Our work is limited to levels of sales, pre-sales and marketing talent and we only work the elite talent in the software niche. We have placed over 3000 software sales and marketing professionals throughout North America.

Team Approach & Single Point of Contact

Most hiring managers are able to dedicate **30 minutes per week or 2 hours per month** to sourcing the talent they need. With our unique RIP team approach you will have one point of contact with up to 10 recruiters working behind the scenes at least 8 hours per day together to fill your open position. **That is 80 hours per day, 400 hours per week, 2000 hours per month.** We can touch the right people in your niche fast!

Quality Is a Must & Our 20/20 Rule

All Recruiters say they only work with the best candidates. What does that mean and how is it measured? Our RIP approach is based on the 20/20 rule. Rather than boil the ocean we focus on the top 20% of software sales and marketing talent from your top 20 competitors or people that are calling on the same decision makers selling similar or adjacent technology. All candidates are asked to back that up with stack rankings, quota history and earnings confirmation.

Recruiter Tenure - No Rookie Factor

Our recruiters are known for being deeply entrenched industry experts and insiders within the software industry. Many of them come from successful careers in the space. The combined recruiting experience of our team is over 100 years with some being here for over 20 years. No Rookie learning curve factor to worry about with us. Every search is led by a partner in the firm who oversees every step of the process.

Speed Matters – Hyper Competitive Pace

In the hyper-competitive software sales world your quota clock never stops ticking so an empty or underperforming territory could mean the difference between making or missing your number for the quarter or year. Our RIP and team approach delivers software sales and marketing talent 62% faster than the industry average of 8-12 weeks



Candidate Access & Relationships

The whole recruiting world is trolling LinkedIn for the low hanging fruit that will respond to an email or inmail. Most recruiters just “blast and hope” which is not a recruiting strategy. Every now and then you may get lucky but don’t be fooled. These are not passive candidates. Chances are good they are either responding to every email / inmail which means they may as well be posting their resume on one of the boards. Or worse they are ignoring every email because they are not in the mood and only work with a short list of recruiters they trust to help manage their careers. With RIP you have access to database of 500,000+ sales and marketing professionals, who know who we are, trust us and take our calls.

Unique 25 Step Search & Selection

Conducting an extensive search on your own can be a time consuming task that distracts you from what you do best. Our RIP has been distilled over 30+ years and is an exclusive 25-step process that is part of a 5-point overall action plan. This logical, structured approach means we are not reinventing the wheel each time we undertake a new search and focus all our energies on building the best talent pool available for your particular software sales or marketing opportunity.

Intense Vetting & Qualification

The vast majority of candidates we identify will never make it to your inbox for a variety of reasons

- bad timing career wise
- looking for something different
- not qualified or cultural mismatch
- wrong price range
- don't match your profile

The candidates that do get to you will have been vetted at least 3 times. First by a research associate, second by a seasoned recruiter and finally by a partner in the firm who you have talked to directly and knows what you are looking for in the ideal candidate. You can count on the ones that make it into your inbox being interested, qualified and deliverable.

Behavioral Based Interviewing & Star Method

All of our recruiters are trained or certified in Behavioral Based Interviewing and the STAR method of interviewing. These are the top 2 methods of evaluating past accomplishments and predicting future success.

- **Situation** – background questions that set the stage
- **Task or Target** – what are your (specific goals, who, what, where, when, why etc.)
- **Action** – what **you** did, skills used, behaviors
- **Results** – Outcome, what happened, metrics, metrics, metrics!

Interview to Hire Ratio

RIP saves you time and money. The software sales industry average is a 10 to 1 interview to hire ratio. The Strategic Sales Search RIP stats are 3 interviews to 1 hire. The amount of time and money saved by eliminating the wasted interview motion can be staggering. One client estimated they saved \$145,000+ in executive time and travel by decreasing the amount of interviews required to get to a final hire.



No More Mis-Hires

Studies say that a mis-hire (sales or marketing hire that doesn't last at least 3 years) cost your company 10-15X to replace them and that doesn't include the customers and pipeline they may take with them. Put together a string of these decisions or worse yet have some go bad simultaneously and it can be catastrophic. Over 30 years and 3000 placements we have only had 5 candidates not make it through the guarantee period. All placements are backed up with an unconditional replacement guarantee.

Back Channel References Checks

Most traditional reference checks are a joke! In 30 years we never received a bad reference from a candidate. Our clients benefit from the size and breadth of our candidate database in several ways. One is access but we are also able to identify people we know what may have overlapped with their finalist and can do a back channel reference checks to make sure their claims during the interview cycle are accurate.

Uniform Candidate Data Points

We will not JUST fill your inbox with resumes that you have to screen and rank. You will receive uniform data points on each candidate so you can easily decide who you want to move forward. Retained clients receive the following in addition to a current resume

- Current Position – Company, title, tenure, department, territory, etc.
- Current Responsibilities – overview of track record in your space
- Territory / Accounts – that they closed or supported
- Reason they joined current firm – Motivators, attraction, deciding factor
- Current likes – what they like about current company, product, team, etc.
- Current dislikes – what they would change about current job, product, environment
- Next opportunity profile – what they need to make a change
- Compensation history – 3-5 years of comp history backed up by pay stubs and W2's
- Quota history – 3-5 years of actual performance vs. quota
- Location – logistics surrounding commute and current location
- Travel – Current amount of and acceptable travel levels
- Pros – Reasons we believe the candidate would be a good fit for the job
- Cons – Potential red flags are also brought to your attention
- Motivation – why they are open to a change
- Interview Availability – open windows when candidate is able to speak or meet

Search Cycle Transparency

Our clients have a front row seat in the search process. All clients will pre-approve our messaging and how we position their opportunity. Additionally, they will receive a roadmap that includes dates, metrics, milestones guaranteeing the completion of the search process on a fast but realistic timeline. You also receive unfiltered feedback from the marketplace about your search and company.

Candidate Non-Disclosure

All candidates authorize a non-disclosure agreement that they have not been contacted by our client or another 3rd party recruiter working on the client's behalf in the last 12 months. They also agree that everything remains confidential throughout the process. This helps to protect your intellectual property and guarantees there won't be any disputes over who found the candidate.

Privacy Promise & Confidentiality Commitment

In 30 years we have never disclosed a client's or candidate's name without their permission. You don't want the competitive world to know what you are looking for, where you are looking and why. Even if we do have permission to share your details we only do it once we have confirmed we are talking to a match that is deliverable.

Negotiations Interference

We all know the top 20% of software sales and marketing talent is worth a premium. We make sure that everyone you see is within your budget or that you know up-front what their current compensations looks like so there are no surprises. Once we approach the "offer stage" we make sure the candidate is deliverable and work as your liaison to make handle the money conversations in order to land them at a price that makes them motivated to make the move while staying within a reasonable range that is line with the current market realities.

Counter-Offer Coaching

According to the Wall Street Journal 50%-80% of employees who accept counteroffers leave their employer within 6 months. But the market realities are that candidates take them because companies throw the kitchen sink at them to avoid the pain attached to replacing them. We handle this throughout the recruiting cycle to make sure there are no surprises at the end and the candidates are actually deliverable.

Resignation Training

Our candidates spend their days selling or marketing software and they are good at it. They don't resign every day so rather than HOPE, which is not a strategy, we hold their hand and walk them through the process to make sure they don't just get to the finish line but actually cross it, are deliverable and get off to a fast start.

On-Boarding & Red Carpet Treatment

Effective onboarding ensures that the new hire you just invested time and \$ to attract feels welcome in their new environment, gives them the confidence to get off to a fast start, make an immediate impact and start generating revenue as quickly as possible. With us the work isn't done with the candidate starts and the invoice is paid. We stay close to the new employee and hiring manager to make sure that everything is trending at the right pace.



Risk Reversal – No Brainer

We make it a no-brainer for our clients to work with us by removing 100% of the risk.

We offer a money back guaranteed on every performance-based search

- If we don't produce 3 candidates in 30-days that you screen we will refund 100% of your deposit \$'s
- In 30 years we have never had to refund a deposit
- We also offer unconditional 1-year replacement guarantee on every placement

RIP Results & Track Record

Metrics Matter...and here is what ours look like.

- Over 30 years in the recruiting business
- 100+ years of combined recruiting experience in the software niche
- 1 Billion + in compensation generated
- 6 Billion + in sales revenue generated by our placements
- 3 to 1 interview to hire ratio
- 1 Year placement stick ratio is 98%
- Only 5 replacement searches in 30 years
- Average search completion time is 4 weeks

Get Started

We would welcome the chance to compete for your business and show you what we can do! To get started or learn more about us you can visit our website (www.sales-talent.com) or better yet, let's talk. Please call us at (717) 737-7500 to see if we can help you accelerate your top line.

Raving Fans – Let's Do This?

Over the past 30 years we have had the good fortune to work with the largest, fastest growing and most innovative software companies. Big names like SAP, Oracle, Adobe, OpenText, EMC, IBM, Salesforce, PTC, JDA, CA, BMC and 100's of emerging companies trust us to make sure they have the best software sales and marketing professionals available on their teams. Our clients include.....

- 80% of top 100 software companies
- 70% of the top 100 IT Services companies
- 75% of the top 100 Networking & Hardware companies