

# BETTS RECRUITING CASE STUDY

## SALES AND MARKETING SEARCH



AlertMedia is an enterprise communication and monitoring service. Its cloud-based software platform protects organizations, improves operations, mitigates loss securely, effectively tracks threats and streamlines notifications.

### THE NEED

**Inside Sales Representatives** with one to three years of sales experience, preferably with a background in tech.

**Director of Demand Generation Marketing** with extensive demand generation knowledge, proven skills at high-growth companies, and decisive leadership experience.

### THE CHALLENGE

**Before Betts, AlertMedia Was Seeking an Edge in the Competitive Job Market in Order to Hit Their Aggressive Hiring Goals**

- Interviewed candidates that were not a fit for the company's culture
- Weren't able to stand out to candidates in a hot job market
- Needed to reach candidates across different talent pools to fill a variety of roles

### THE SOLUTION

**After Partnering with Betts Recruiting**

- Began interviewing sales candidates from Betts' expansive network within eight days
- Hired an inside sales representative in 21 days
- Filled a Director-level position after interviewing three of the seven submitted candidates

## WITH BETTS RECRUITING, ALERTMEDIA HIRED A DIRECTOR AND 8 ISRs



*"AlertMedia's experience with Betts has been fantastic. AlertMedia cares deeply about its culture, and we've managed to put together a recruiting plan with Betts that places our culture and personality as a company at the forefront."*

- **Brett Andrew**, Vice President of Sales at AlertMedia

