

# BETTS RECRUITING CASE STUDY

## SALES SEARCH



TechValidate is the world's only customer content marketing automation platform. The web-based software help companies capture their customers' voices with questionnaires and publish it as 3rd-party-verified content.

### THE NEED

**Expansive Sales Team** with experience working at rapidly growing companies and meeting high annual targets.

### THE CHALLENGE

**Before Betts, TechValidate used in-house resources**

- Recruitment process was extremely time consuming for upper management
- In-house resources had limited candidates to source from
- Lacked ability to successfully vet potential employees before interviews

### THE SOLUTION

**After Partnering with Betts Recruiting**

- Implemented group style interviews to decrease time-consuming phone screen process
- Utilized Betts' extensive sales network and increased quality of potential employees
- Reduced time-to-hire from several months to an average of 13 days
- Average hire started generating revenue within the first three months of working

## WITH BETTS RECRUITING, TECHVALIDATE HIRED 18 SDR EMPLOYEES



*"Betts Recruiting helped TechValidate successfully hire 18 sales development representatives within 60 days, helping us achieve our goal of building a successful sales team. Their deep expertise in sales recruitment ensured that we only saw talent who were not only the best match for the job, but also our company culture."*

**- Brad O'Neill, Vice President and Co-Head of TechValidate**

