

# BETTS RECRUITING CASE STUDY

## SALES SEARCH



Canto

Canto is a global leader in digital asset management, empowering creative teams to easily organize and professionally share visual content. After the early success of their SaaS platform Flight, the company needed an outbound sales program to accelerate the company's growth. Canto needed to quickly hire multiple Sales Development Representatives.

### THE NEED

**Sales Development Representatives** who are driven, intelligent, and capable of being quickly successful in a sales development role.

### THE CHALLENGE

**Before Betts, Canto did not have a scalable recruiting process**

- Not having an efficient recruiting process to vet out candidates wasted time and resources
- Needed a partner able to source qualified job seekers from a broader pool
- Looking for job seekers who are self-motivated and passionate about their product

### THE SOLUTION

**After Partnering with Betts Recruiting**

- Substantially cut down interview time by only bringing in qualified and vetted candidates
- Able to hire a new class of Sales Development Representatives quickly without sacrificing quality
- Hired three Sales Development Representatives in just one month

## WITH BETTS RECRUITING, CANTO HIRED 3 SALES DEVELOPMENT REPRESENTATIVES IN JUST ONE MONTH



*"Betts immediately connected us with highly qualified candidates, provided actionable insights throughout the recruitment process and helped us to hire three exceptional SDRs. Two months after starting our search with Betts, we have an SDR program making a huge impact at our company."*

- **Nicholas Pyne**, Sales Manager at Canto