

# BETTS RECRUITING CASE STUDY

## SALES SEARCH



Kentik is a network intelligence company, offering the industry's first purpose-built big data engine that turns huge volumes of network data into actionable insights. After receiving \$23M in Series B funding, the company was ready to grow. Kentik needed to quickly hire quality Sales Development Representatives to scale their business.

### THE NEED

**Sales Development Representatives** who are intelligent, hungry, and able to successfully sell a technical product.

### THE CHALLENGE

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

- Needed a partner able to source qualified candidates from a broader pool
- Looking for specific revenue generators able to communicate the benefits of a technical product
- Not having an efficient recruiting process to vet out candidates wasted time and resources

### 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 two Sales Development Representatives in two weeks

## WITH BETTS RECRUITING, KENTIK HIRED 2 SALES DEVELOPMENT REPRESENTATIVES IN TWO WEEKS



*"Betts was able to help me execute an extremely aggressive hiring plan in a very small window. The team moved very quickly and delivered candidates that met both broad and very specific profile attributes. After a very diligent 2 week process, I extended two offers to Betts candidates and am excited to kick off a new class of SDR in Q3 here at Kentik! Betts will be a massive component for Kentik as we scale our Sales Organization."*

- **Chris Larot**, Director of Sales Development at Kentik

