

# BETTS RECRUITING CASE STUDY

## SALES SEARCH



DataHug is a collaborative forecasting and pipeline management solution, built in Salesforce, that enables sales teams to increase sales velocity and reduce pipeline risk. Their solution gives sales managers deep visibility into the sales pipeline while reducing the burden on salespeople to update their CRM. DataHug needed to quickly hire a quality Account Executive to help manage their growing customer base as they scaled their business.

### THE NEED

**Account Executive** with experience selling into larger companies, complex sales cycles, and B2B sales into Sales departments.

### THE CHALLENGE

*Before Betts, DataHug did not have a 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 a recruiting process in place 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
- Had a 2:1 ratio of submitted job seekers to interviews and an average time-to-hire of 22 days
- Hired an Account Executive in just three weeks

## WITH BETTS RECRUITING, DATAHUG HIRED THEIR ACCOUNT EXECUTIVE IN JUST THREE WEEKS



*"The Betts team made sure we had a consistent stream of top candidates and helped us build a hiring process tailored to our needs. Best of all, the salespeople that we do hire from Betts ramp quickly and are consistently successful. The quality of candidate is always top class."*

- **Kevin Mannion**, VP of Sales and Marketing at DataHug

