

betts SALES SEARCH



Particle makes it easy to prototype, scale, and manage an IoT product. The company offers web infrastructure, development tools and SDKs, management tools, cellular service, and hardware development kits and connectivity modules. Particle needed to quickly hire quality Sales Development Representatives to help scale their business.

THE NEED

Sales Development Representatives who are hungry and competitive, with sales experience, great work ethic, and past successes.

THE CHALLENGE

Before Betts, Particle did not have an established recruiting process

- Needed a partner able to source qualified candidates from a broader pool
- Looking for specific revenue generators able to hit the ground running
- Trying to find quality sales people while still maintaining their fast hiring timeline

THE SOLUTION

After Partnering with Betts Recruiting

- Substantially cut down interview time by bringing in qualified and vetted candidates
- Interviewed more than half of the submitted job seekers
- Hired two Sales Development Representatives in just over one month

WITH BETTS RECRUITING, PARTICLE HIRED TWO SALES DEVELOPMENT REPRESENTATIVES IN JUST OVER ONE MONTH



“As we moved to scale our sales organization, building a deep pipeline candidates with the characteristics we look for was extremely challenging. After the first day of working with Betts we doubled our pipeline of highly qualified candidates and within a month we had hired two fabulous SDRs.”

- Dan Jamieson, General Manager of Enterprise Platform at Particle

