BETTS RECRUITING CASE STUDY
SALES SEARCH

Periscope DATA

Periscope Data is a data analysis tool that unifies data across multiple data sources. Using this data, Periscope Data helps companies learn how different platforms, front-ends, and sales channels affect user retention. After raising $9.5M in Series A funding, Periscope Data was ready to scale. They needed to quickly hire Sales Development Representatives to help their business grow.

THE NEED

Sales Development Representatives with at least six months of prior SaaS sales development experience.

THE CHALLENGE

Before Betts, Periscope Data did not have an efficient recruiting process

- Needed a partner able to source qualified candidates from a broader pool
- Looking to hire revenue generators quickly to meet scaling goals

THE SOLUTION

After Partnering with Betts Recruiting

- Substantially cut down interview time by bringing in qualified and vetted candidates
- Able to meet their hiring goals quickly without sacrificing quality
- Hired three Sales Development Representatives in one month

WITH BETTS RECRUITING, PERISCOPE DATA HIRED 3 SALES DEVELOPMENT REPRESENTATIVES IN JUST ONE MONTH

"I consider Betts Recruiting a key partner of ours in building out our inside sales team. They have allowed me to scale the team substantially over the past 10 months."

- *Joe Young, Sales Development Manager at Periscope Data*

betts recruiting