

Trying to build out an SDR Team? Don't worry you aren't alone!

If you're finding it difficult to put together a stellar sales development team, you're not alone. In fact, [recent research](#) found that nearly 1/3 of sales leaders list recruiting sales development reps (SDRs) as one of their biggest hiring challenges.

The Needs

When expanding a company its paramount to find a way to build pipeline without sacrificing revenue. You may be ready to expand to new markets or broaden your client pool, but you must ensure your strategic people are not overworked and morale doesn't take a nosedive.

How do you do this? Increase headcount to include a team of strategic sales development representatives to gather information on potential customers, make cold calls, qualify inbound leads, and give back time to your Account Executives

According to The Bridge Group, on average SDRs are responsible for sourcing upwards of [45% of a company's revenues](#).

The Challenges

Classically the ideal SDR candidate is youthful, passionate, and interested in sales. However, finding this combination, while seemingly simple, can feel like searching for a diamond in the rough when stacks of resumes take over your desk.

Our clients have listed some of the following challenges when looking for SDR hires:

- Inability to locate ideal candidates
- Lengthy time to hire process due to resumes without proof of experience. Industry average is 60 days.
- Green candidates who end up disinterested or lack the necessary soft skills

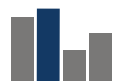
The Betts Solution

At Betts we take creating genuine relationships seriously. Our relationships with both you, our clients, and our candidates are what enable us to make SDR hires happen in mere days. Our average placement is 25 days (vs. industry average 60 days) reducing your time to hire. Using our recruiting service and leveraging our SDR network will help your organization scale faster, drive revenue, and improve shareholder value.

Here's how we combat common challenges:

- **Large & growing community of SDRs:** We have an existing network of more than 50,000 of SDRs nationwide looking to find the right company at the right time. In addition, we are constantly growing the community by driving candidates to our site, hosting campus meet-n-greets, and networking events. Betts recruiters go above and beyond the standard sourcing techniques like LinkedIn or corporate networking. We cast the net far and wide to build a robust network of top SDRs.

- **We connect in person:** Every candidate must have an in person Betts interview before their resume ever touches your desk. Our goal is to ensure top quality candidates that fit both your business model and your culture, without disrupting your work day.
- **We set up for success:** Our recruiters keep communication lines open and provide support on both sides - from hiring best practices to interview preparation. Reducing time to hire by an average of 15 days while getting everyones requirements met and securing a compatible match.

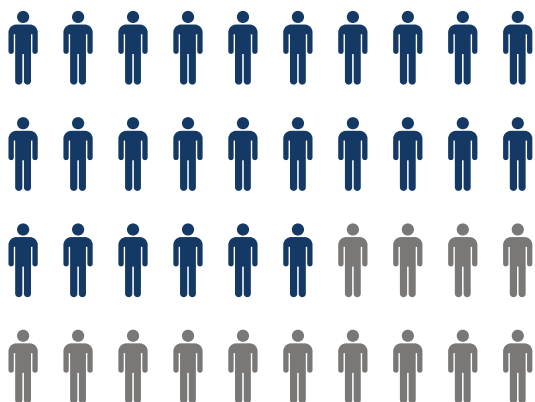


In 2018, we've made a total of 415 SDR placements so far.

415

50k

We have a candidate data base of over 50,000 SDRs and growing.



Our average time to hire an SDR is 25 days, with our fastest hire ever being made in just 24 hours.



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

Nicholas Pyne
Sales Manager at Canto

"I work with Betts for their superior business model. They work with me every step of the way and will only set up a candidate if it is a good fit for both parties. You will not regret fostering this relationship."

Dan Duong
Sales Director at EAT CLUB

"The Betts team was able to deliver high quality candidates, with the unique background we were looking for, and **did it quickly.**"

Mark Jacobs
VP of Sales at Greenhouse

"Betts helped double our pipeline of candidates. Within a month we had two fabulous SDRs."

Dan Jamieson
GM of Enterprise Platform at Particle

"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 **consistently delivers** not only the quality of sales people we look for, **but also at a rate we're unable to find elsewhere.**"

Jordan Gutman
Head of Operations & Strategy at Yotpo

