



Raydiant Doubles Sales Team Using Betts Connect

17 Hires in 5 Months

Spending 7X less in comparison to standard agency costs

Raydiant

Industry:

Information Technology,
Mar-Tech

Funding:

\$70.2M

Investment Stage:

Series B

Investors:

Illuminate Ventures, XRC Labs,
Atomic, 8VC

Employees:

131

"I was hesitant at first to buy a platform, but Connect blew my expectations away! I've finally got a platform that is going to allow me to efficiently scale!"



John Waechter,
Senior Talent Manager,
Raydiant

100%
of Hires
In-Office 5 Days
a Week

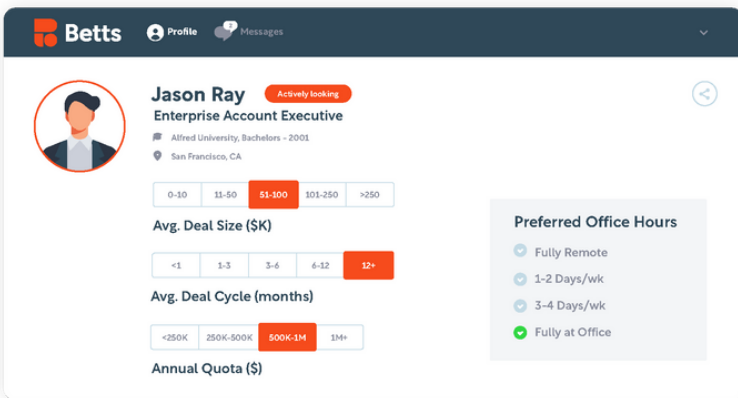
Raydiant was looking for people interested in working in-office 5 days a week.

The Challenge

Finding In-Office, Full-Time Candidates

Raydiant has built a strong culture, with a 4.9 on Glassdoor and high retention rates. This was due to the fact that they had their whole sales team going into the office 5 days a week. There is something to be said about the bond people make meeting, working and interacting in person. Looking to double that team in 2022, Raydiant had done what every company looking for "efficiency" does, hired a recruiting core and armed them with LinkedIn Recruiter. The problem was that they were looking for cultural fits, specific sales metrics and people who wanted to go into the office 5 days a week in a newly minted remote US workforce.

The Raydiant recruiters quickly combed through the San Francisco market on LinkedIn and due to the low response rate, had very few conversations within that market. For the candidates that did respond, they spent hours screening through standard KPIs like quota, attainment, deal size and simple questions, like who was interested in coming into the office 5 days a week....



With Connect, you can view KPI's including:

- Deal Size
- Sales Cycle
- Quota Attainment
- Remote vs In-Office
- Industries Sold Into
- Verticals Sold Into
- Target Customer Size

Using Connect:



The Betts Solution

KPI's Saved Countless Hours of Screening

Raydiant was hesitant at first to purchase a platform, but quickly found that through Betts's top-of-funnel talent acquisition platform, Connect, they could easily double their sales team.

Since all of Connect's candidates have KPIs (like sales cycle, deal size, quota attainment and verticals sold into), the Raydiant team was able to quickly add 5 sales team members in their first month. These team members were full-time in their San Francisco office. Their recruiting process was further simplified, since Connect gives a clear depiction of what people are looking for in terms of in-office or remote work. Being able to see how many days our talent network is willing to go into the office saved Raydiant countless hours of screening.

Over a 5 month period, Raydiant has grown their sales org by 17 people all through the Connect subscription platform, and all going into the office full-time. The Connect platform is the first platform that provides warm introductions to pre-vetted candidates, with the data you need to skip the phone screen, and quickly move top candidates through your hiring process.

Raydiant has already seen an ROI of 7X vs standard contingency recruiting in just 5 months on the platform.

Learn More about How Connect Can Change Your Hiring Process

Hire Talent Now

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