

Recruitment Case Study





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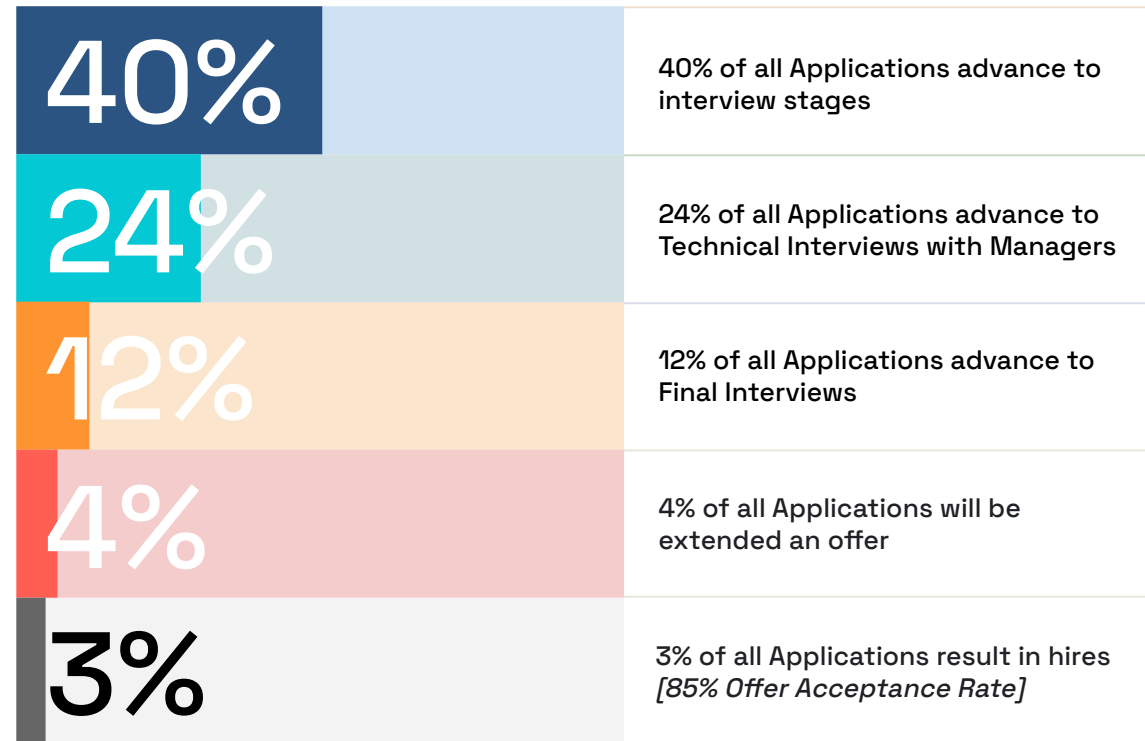
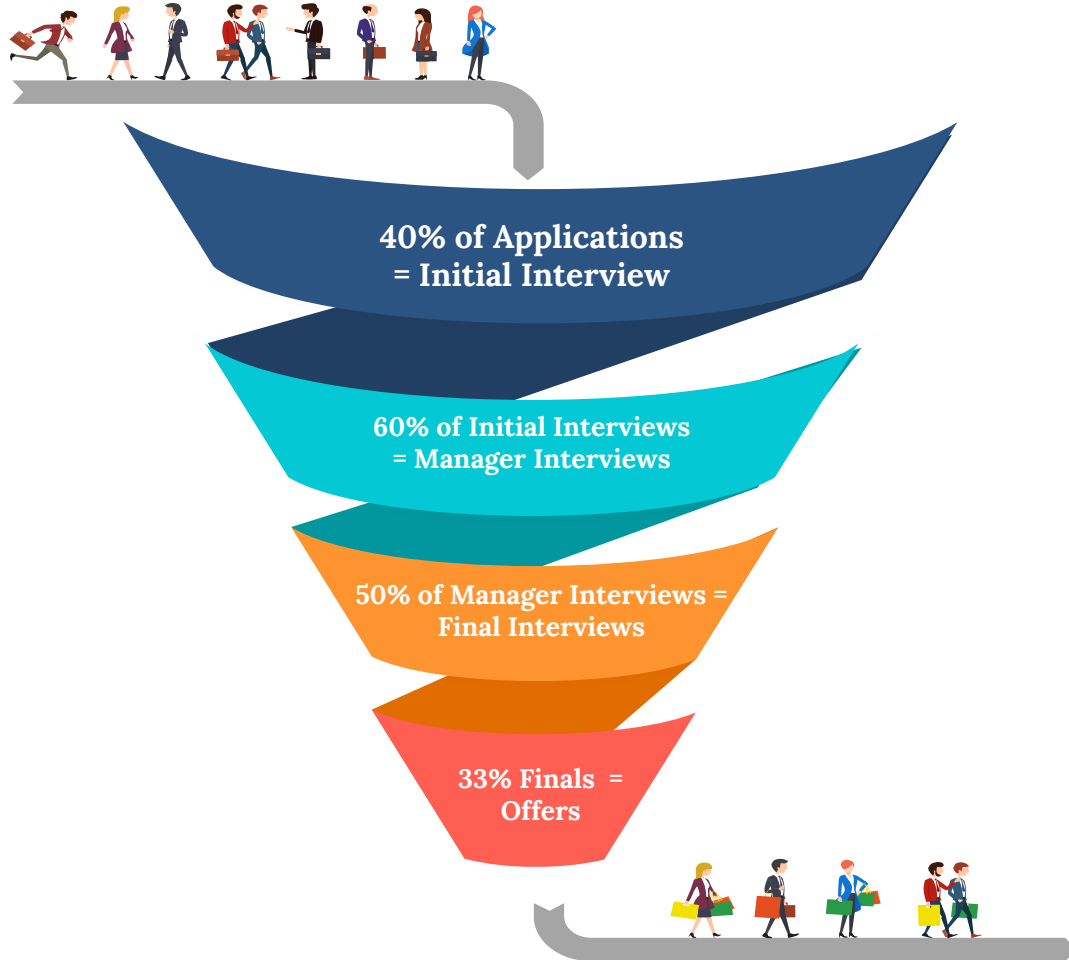
Responding to Attrition

It's vital for the recruiting team to be able to quickly pivot and adapt to the ever changing needs of the business, while also leveraging data to make informed decisions. The sales team is on “monthly recurring revenue” or “MRR” with monthly quotas. Therefore, it's important to recruit hires on a monthly cadence as well as track by quarter; we have monthly and quarterly hiring targets. Often, that requires the team to shift priorities and try out new approaches to hit hiring goals under a tight timeline.

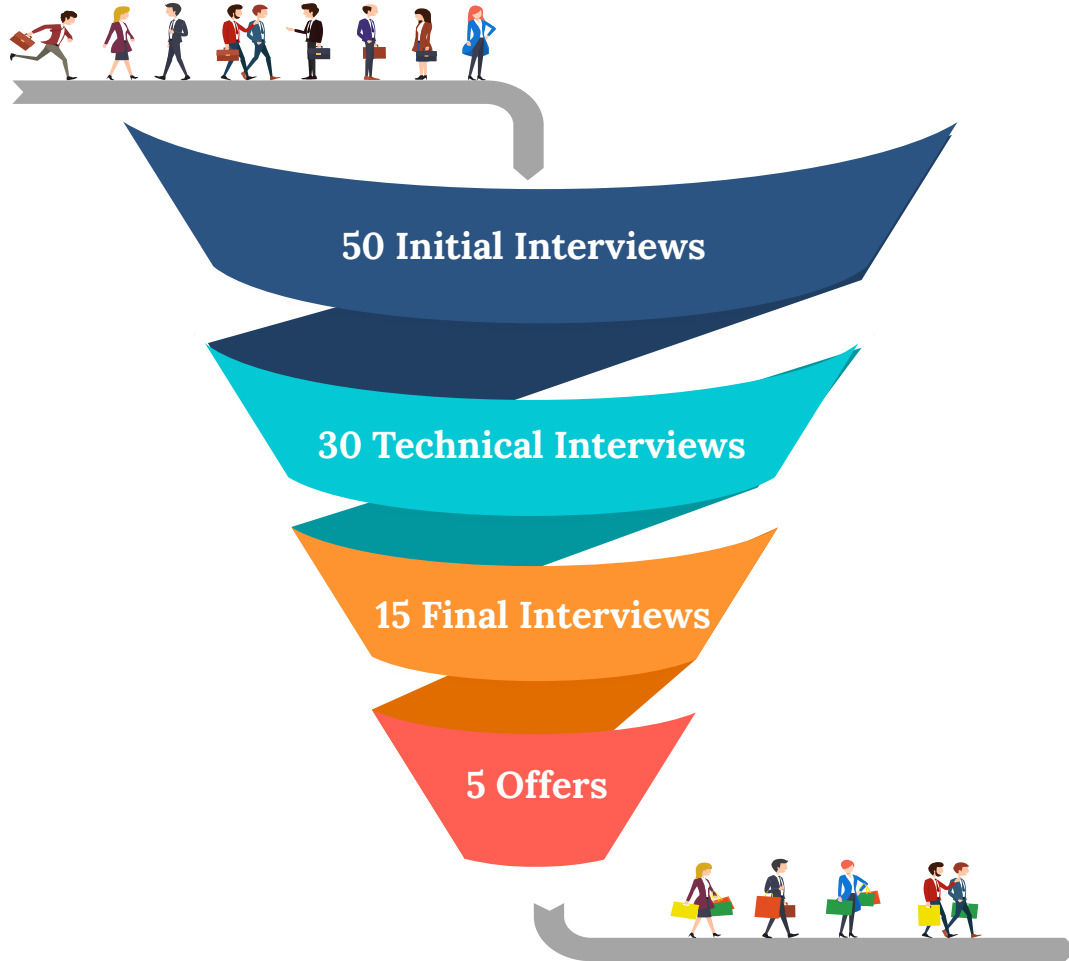
The Sales Org had a recent unexpected spike in attrition due to promotions internally. As a result, the company has to hire [20 Mid-Market Account Executives](#) in a month as backfills to support this shift in the business. There are 5 recruiters who recruit for sales roles in North America.

We turn to a dashboard with key metrics to leverage in order to understand the state of the sales recruiting funnel, diagnose issues and identify areas of opportunity.

Interview Conversion Rates



Existing Pipeline: Candidates at Various Interview Stages

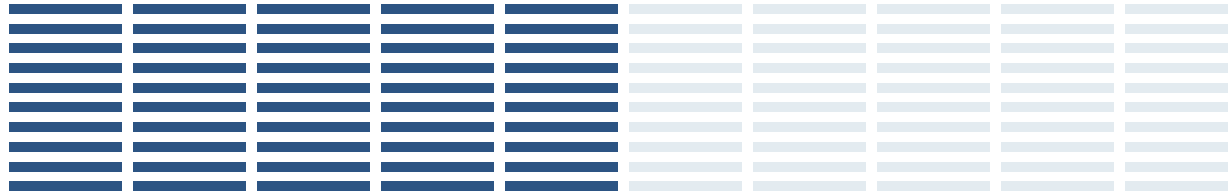


= 50	Recruiter Interviews	Gap to Goal: 50
= 60	Manager Interviews	Gap to Goal: 30
= 45	Final Interviews	Gap to Goal: 15
= 19	Offers	Gap to Goal: 5
= 16	Hires	Gap to Goal: 4

Hiring Surge Plan - Executive Summary

- Target: 20 hires in 30 days (Mid-Market AEs, NA)
- Pipeline forecast: 16 hires → Net-new needed: 4
- Required stage counts: Screens 100 • HM 90 • Finals 60 • Offers 25 • Hires 20
- Funnel assumption: 40% → 60% → 50% → 33% → 85% (apps→screen→HM→final→accept)
- Back-solve for net-new 4 hires ⇒ ~125 applications, 50 screens, 30 HM interviews, 15 finals, 5 offers
- Plan highlights: 2-week sourcing/referral push; HM interview blocks; reminders & scorecard nudges (2h/24h/48h); weekly 'Insight→Action' review

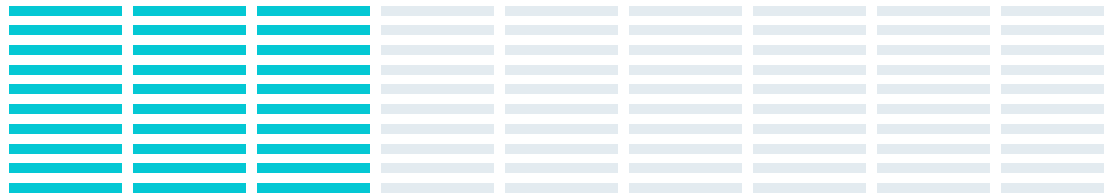
Interviews by Week: Week 1



50 / 100

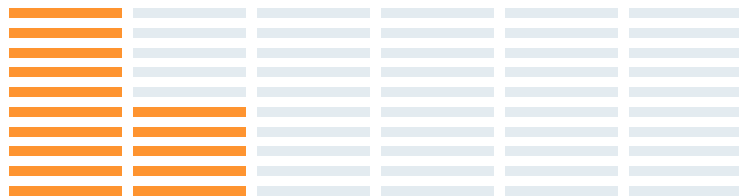
Recruiter Interviews

**Recruiters source 50 more interviews for week 2 = 125 New Applications*



30 / 90

Manager Interviews



15 / 60

Final Interviews

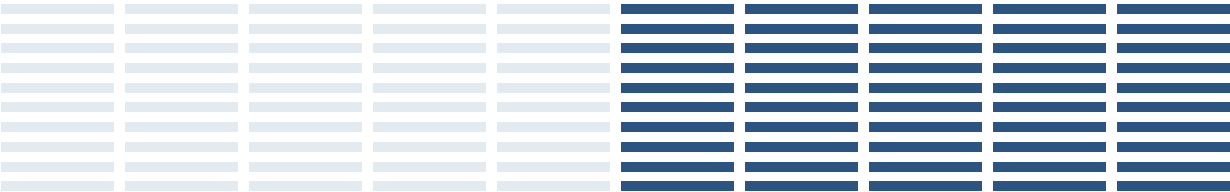


5 / 25

Offers

5 Offers in Existing Pipeline + 5 Offers from Week 1 Interviews = 8 Hires out of 20

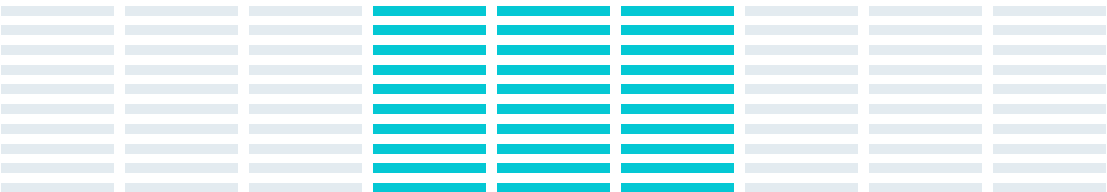
Interviews by Week: Week 2



50 / 100

Recruiter Interviews

**5 Recruiters are each responsible for sourcing and completing 10 interviews per week in 1st 2 weeks*



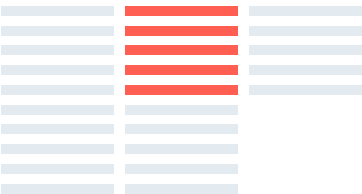
30 / 90

Manager Interviews



15 / 60

Final Interviews

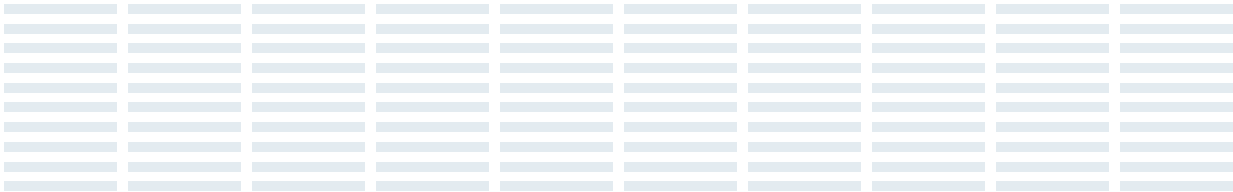


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Offers

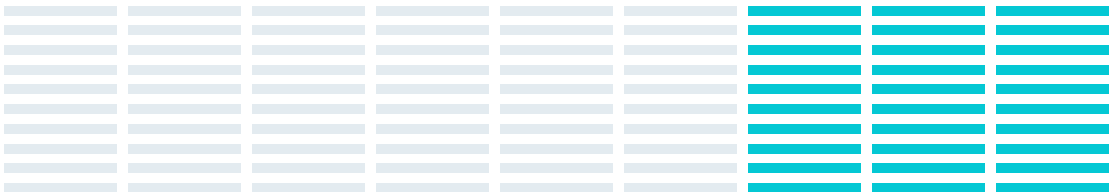
= 12 Hires out of 20

Interviews by Week: Week 3



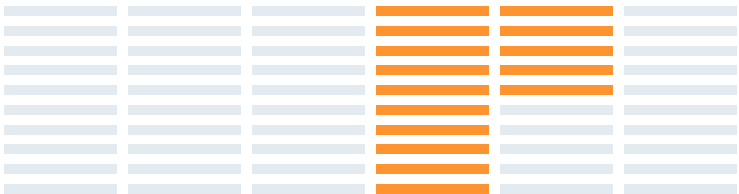
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Recruiter Interviews



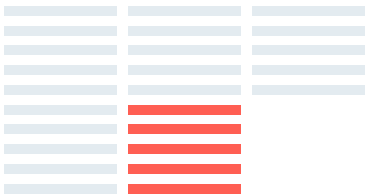
30 / 90

Manager Interviews



15 / 60

Final Interviews

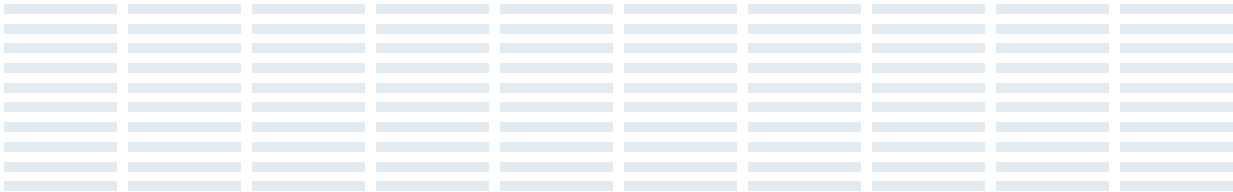


5 / 25

Offers

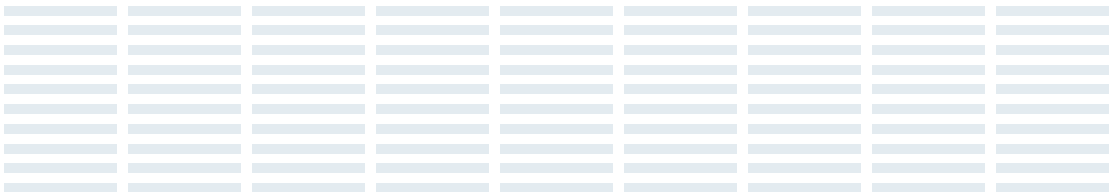
= 16 Hires out of 20

Interviews by Week: Week 4



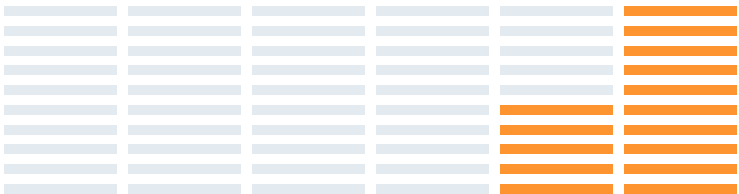
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Recruiter Interviews



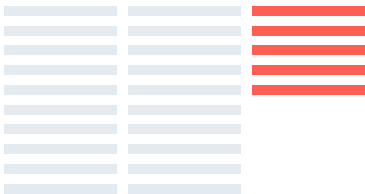
0 / 90

Manager Interviews



15 / 60

Final Interviews



5 / 25

Offers

= 20 Hires out of 20

Sourcing Sensitivity - Net New Apps for 50 Screens

- If Apps: Screen Ratio = 35% ⇒ ~145 New Applications
- If Apps: Screen Ratio = 40% ⇒ ~125 New Applications
- If Apps: Screen Ratio = 45% ⇒ ~112 New Applications

Sourcing Analytics



20%

of applications come from **referrals**.

68%

of applications come from **inbound applications (company website & job boards)**.

12%

come from **actively recruiting** candidates (sourcers & recruiters).

Where Applicants Come From



50%

of hires come from **referrals**.

25%

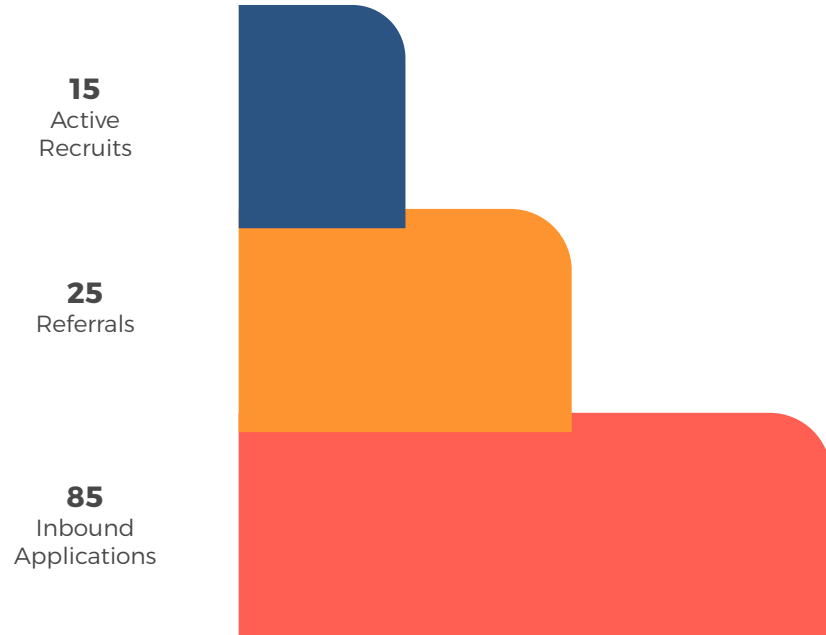
of hires come from **inbound applications (company website & job boards)**.

25%

come from **actively recruiting** candidates (sourcers & recruiters).

Where Hires Come From

Sourcing Strategy: 125 New Applicants



Each Recruiter Will...

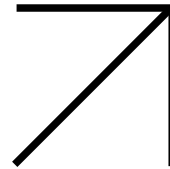
- Actively Source & Interview 3 Passive Candidates
- Source & Interview 5 Referrals
- Interview 10 Pipeline Candidates in Week 1
- Interview 10 New Candidates in Week 2

#goals

Let's discuss!

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