

Recruitment Case Study



Hiring 20 Sellers in 1 Month

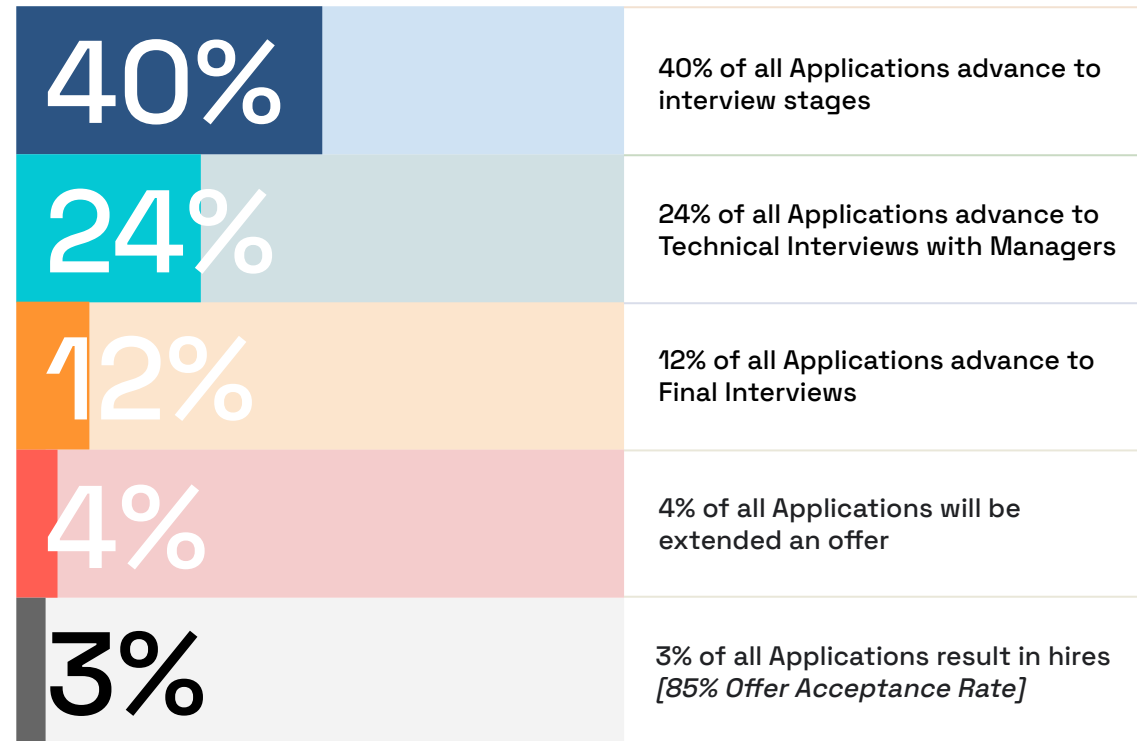
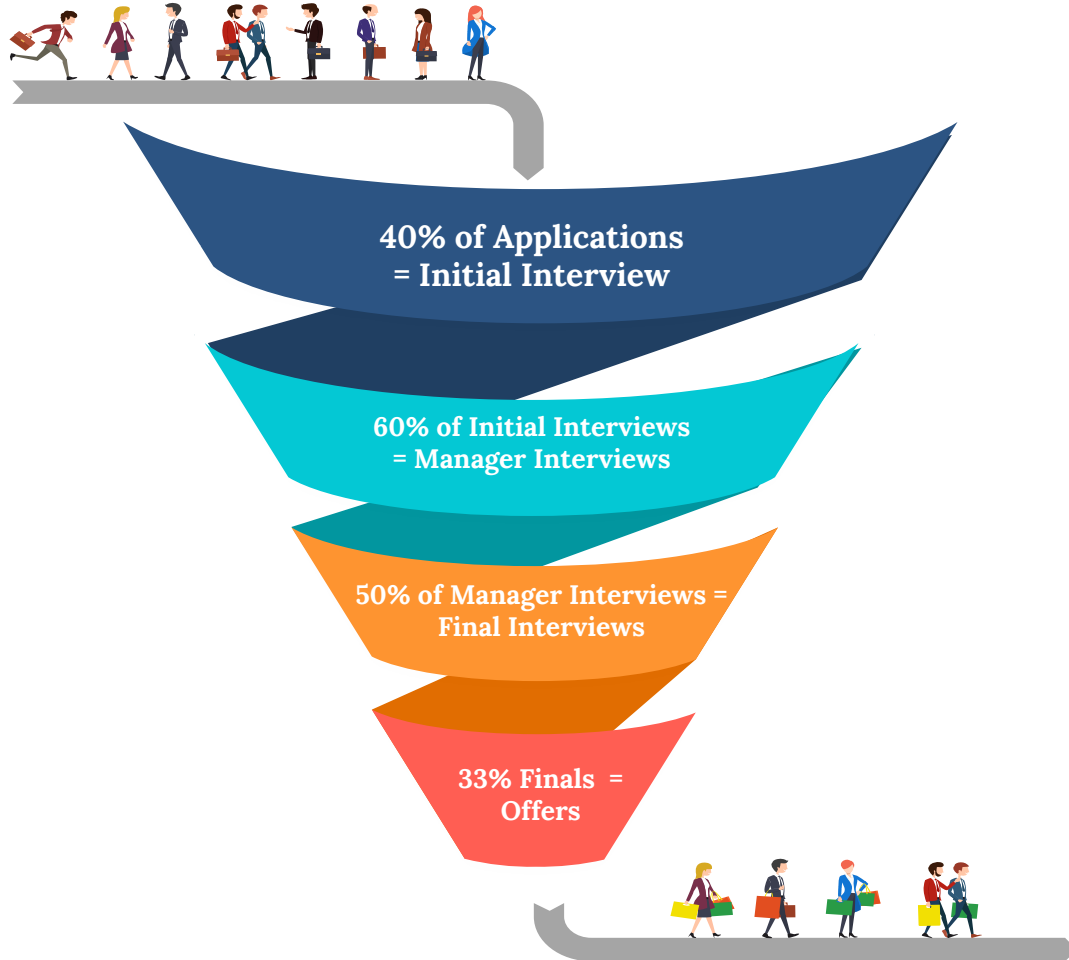
Recruitment Case Study

Shifting Priorities

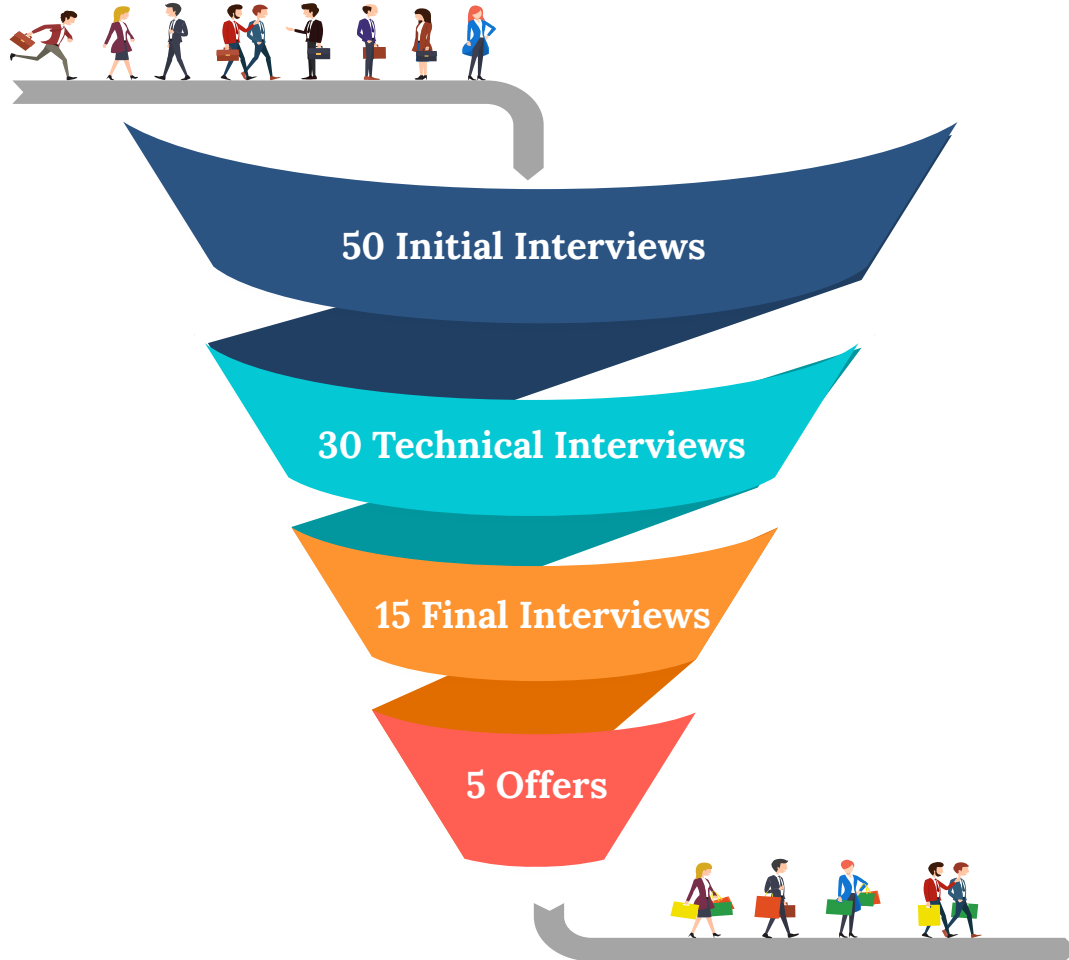
It's vital for the recruiting team to be able to quickly pivot and adapt to the ever changing needs of the business, while also leveraging data to make informed decisions. The sales team is on "monthly recurring revenue" or "MRR" with monthly quotas. Therefore, it's important to recruit hires on a monthly 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 4 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 Mid-Market Account Executive recruiting funnel, diagnose issues and identify areas of opportunity.

Interview Conversion Rates

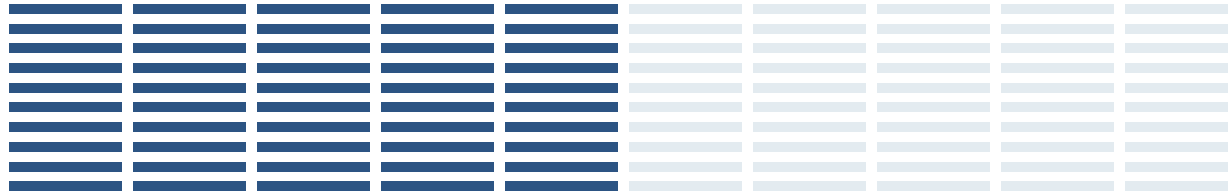


Current Candidate Pipeline



= 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

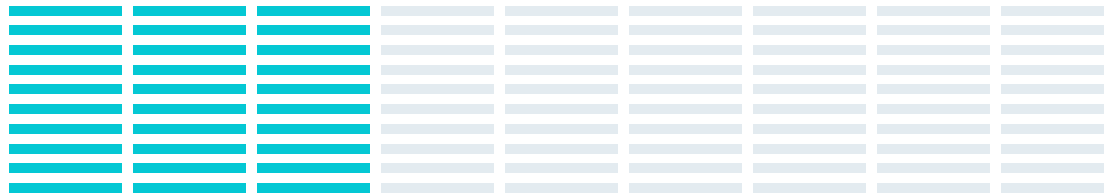
Interviews by Week: Week 1



50 / 100

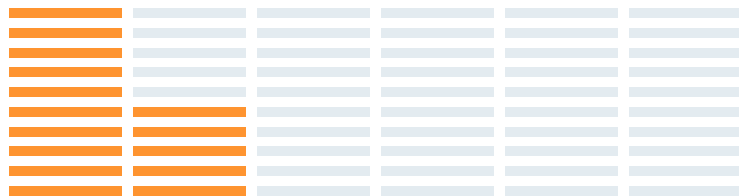
Recruiter Interviews

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



30 / 90

Manager Interviews



15 / 60

Final Interviews

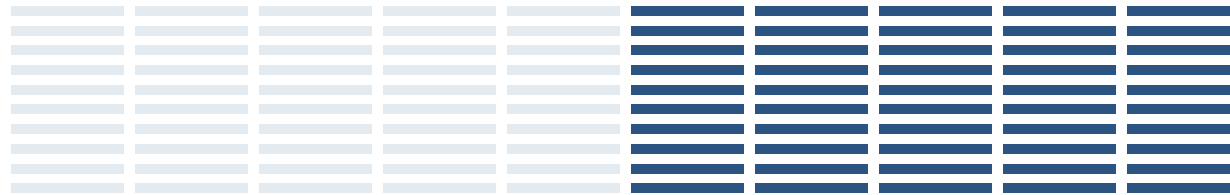


5 / 25

Offers

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

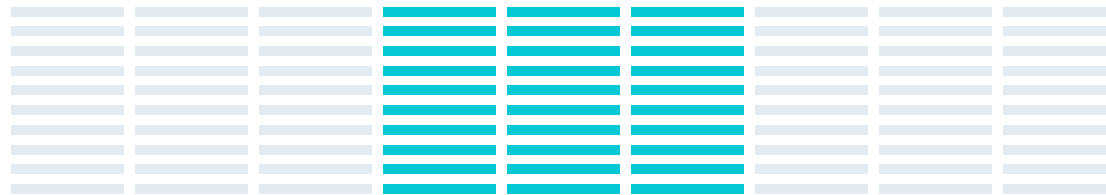
Interviews by Week: Week 2



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

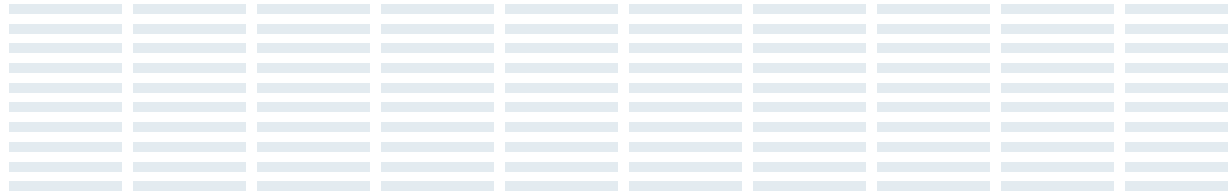


5 / 25

Offers

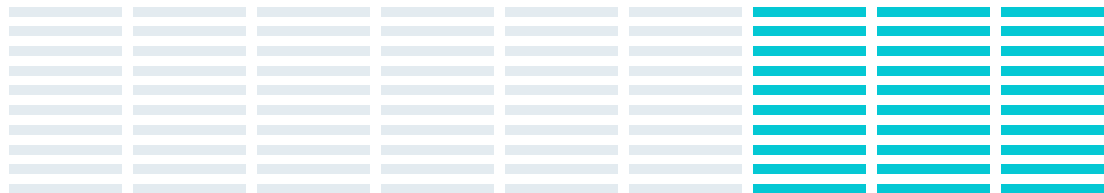
= 12 Hires out of 20

Interviews by Week: Week 3



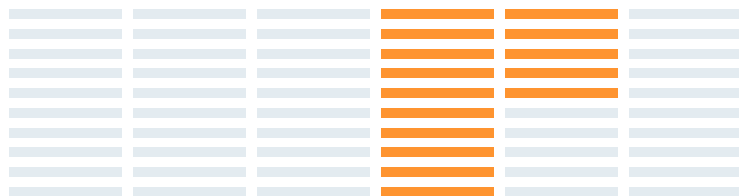
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Recruiter Interviews



30 / 90

Manager Interviews



15 / 60

Final Interviews

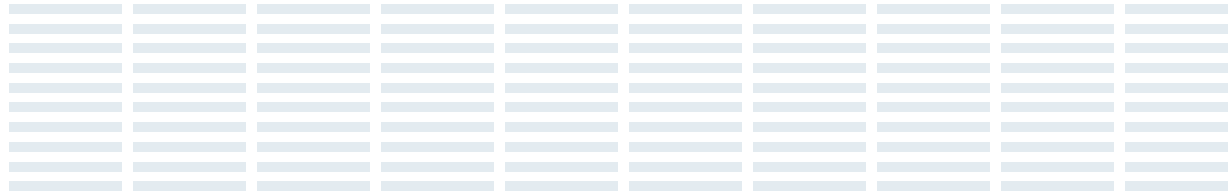


5 / 25

Offers

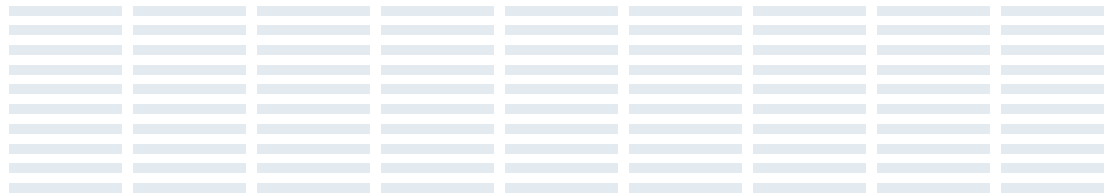
= 16 Hires out of 20

Interviews by Week: Week 4



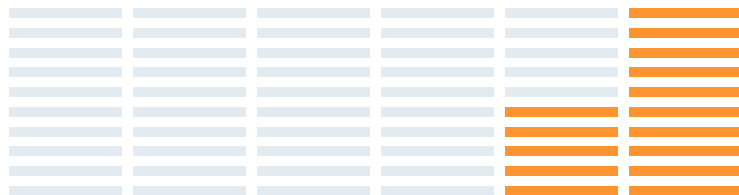
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Recruiter Interviews



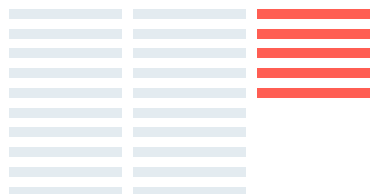
0 / 90

Manager Interviews



15 / 60

Final Interviews



5 / 25

Offers

= 20 Hires out of 20

Sourcing Strategy



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%

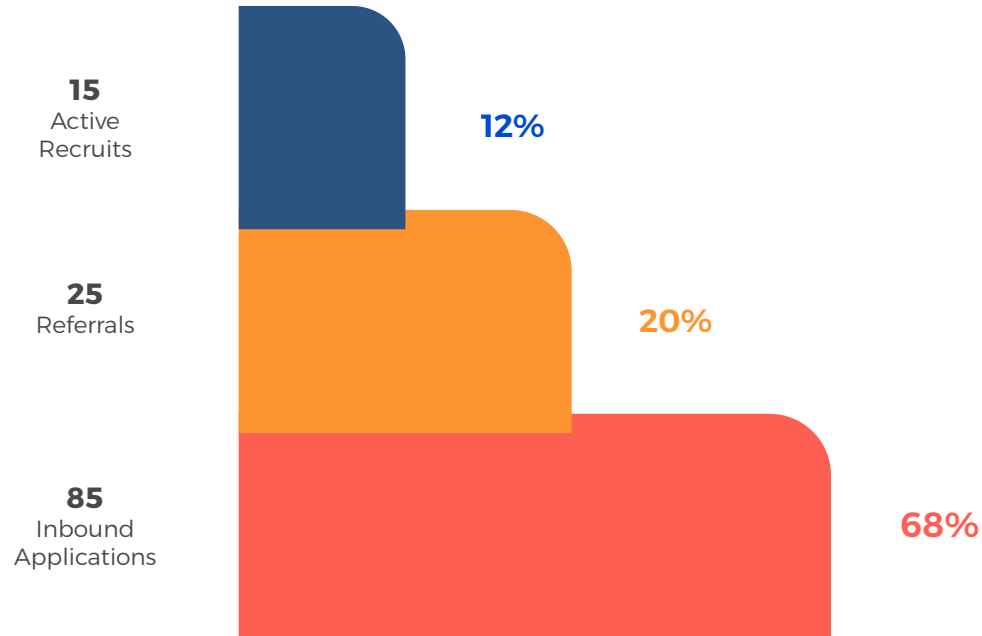
of hires come from **inbound applications (company website & job boards)**.

25%

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

Where Hires Come From

Sourcing Strategy: **Goal = 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