

Recruitment Case Study



Hiring 20 Sellers in 1 Month

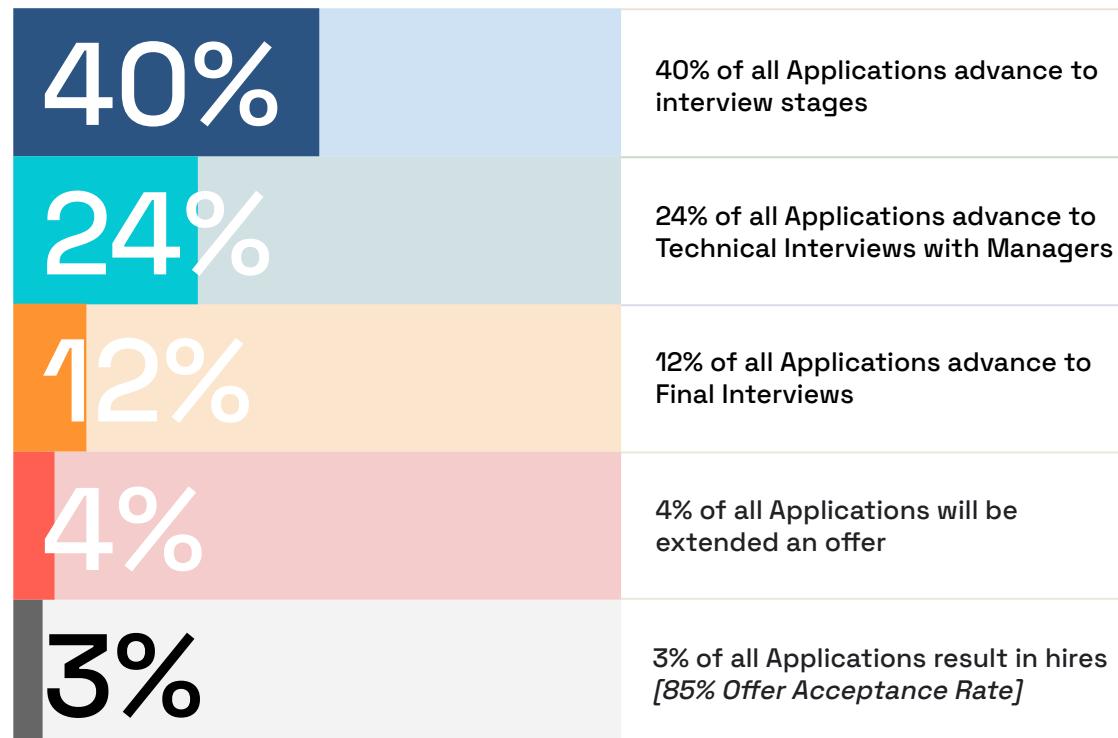
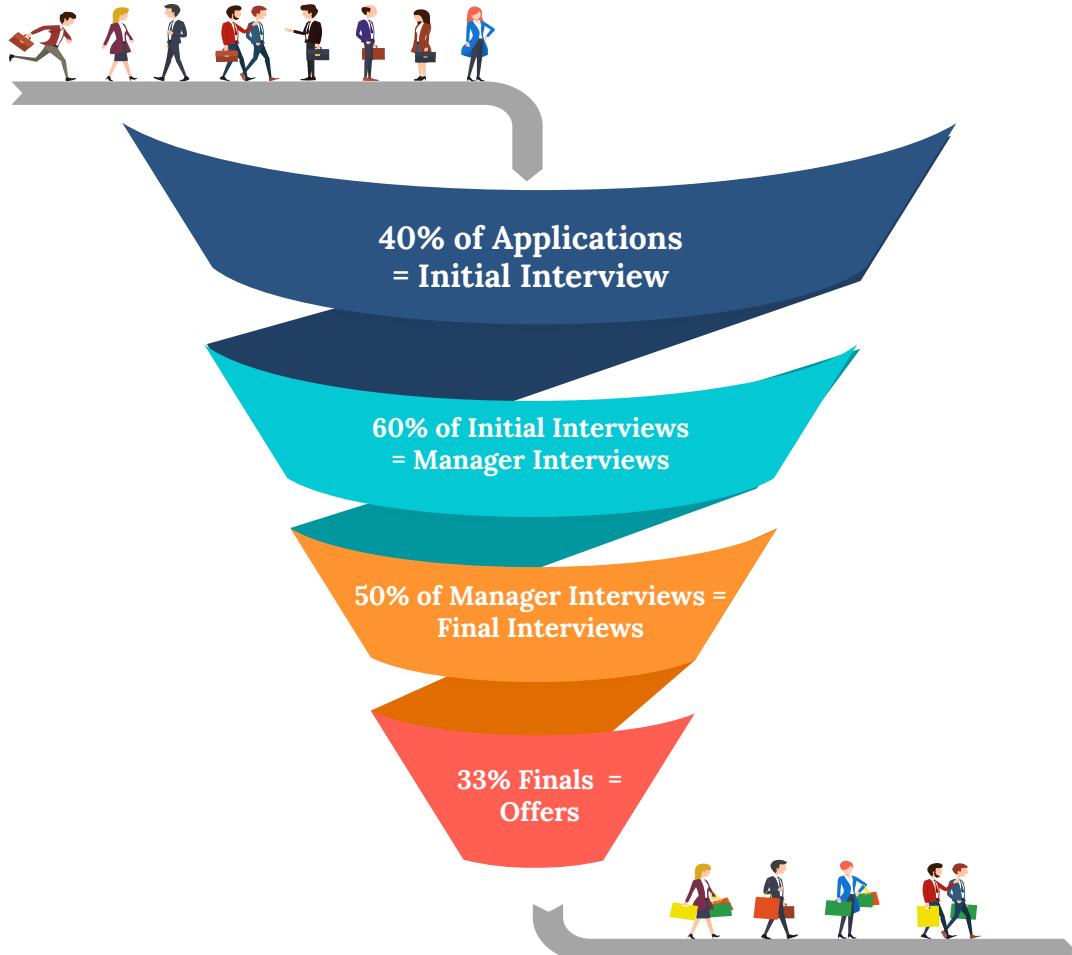
Recruitment Case Study

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

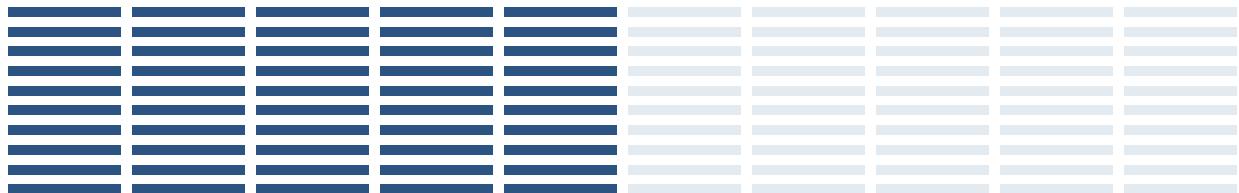
Gap to Goal: 5

= 16

Hires

Gap to Goal: 4

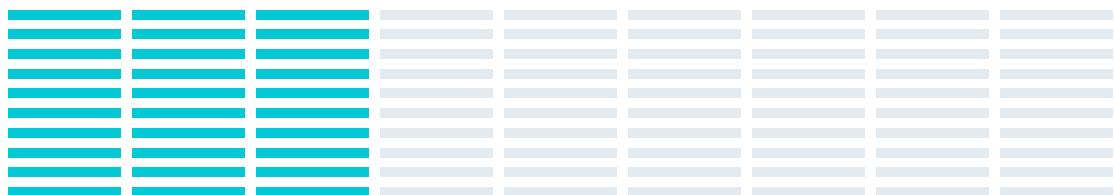
Interviews by Week: Week 1



50 / 100

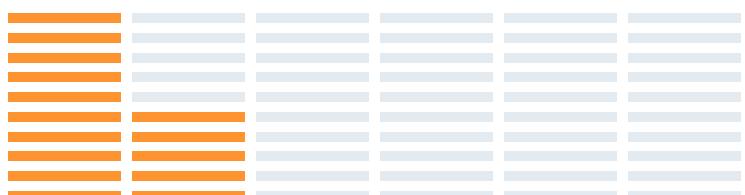
Recruiter Interviews

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



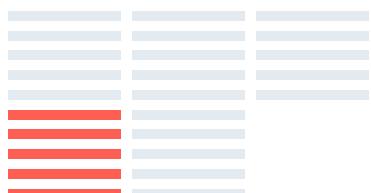
30 / 90

Manager Interviews



15 / 60

Final Interviews

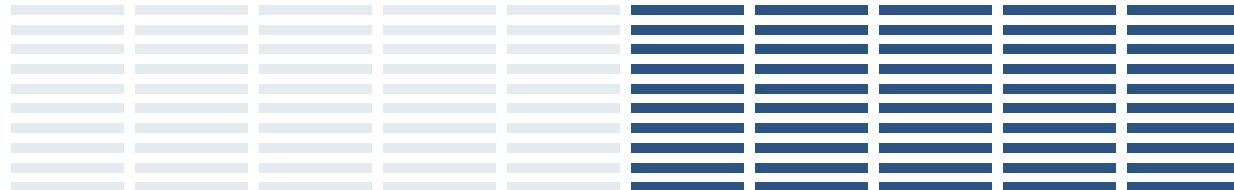


5 / 25

Offers

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

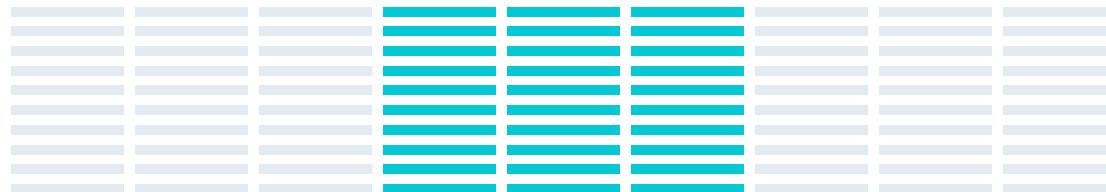
Interviews by Week: Week 2



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

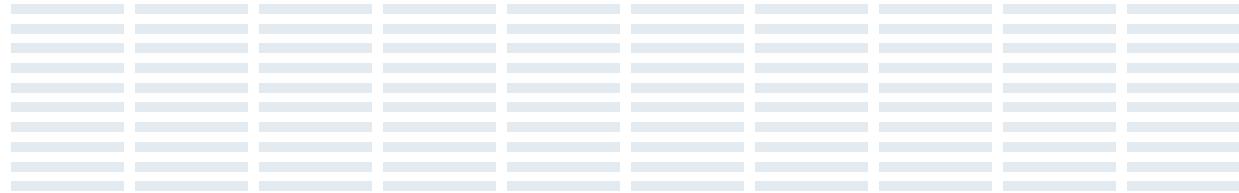


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Offers

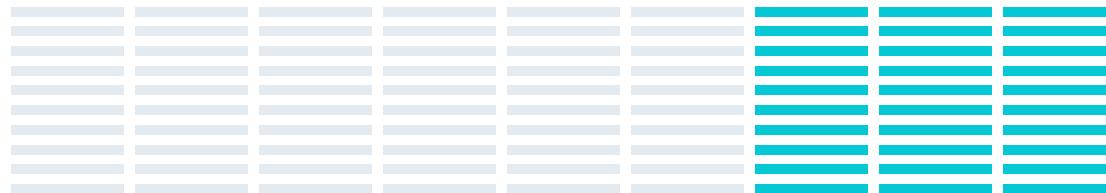
= 12 Hires out of 20

Interviews by Week: Week 3



0 / 100

Recruiter Interviews



30 / 90

Manager Interviews



15 / 60

Final Interviews

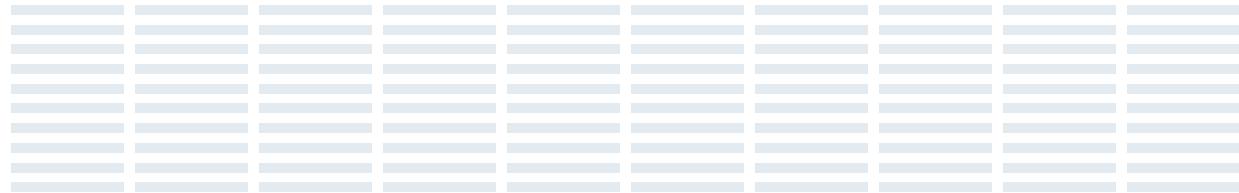


5 / 25

Offers

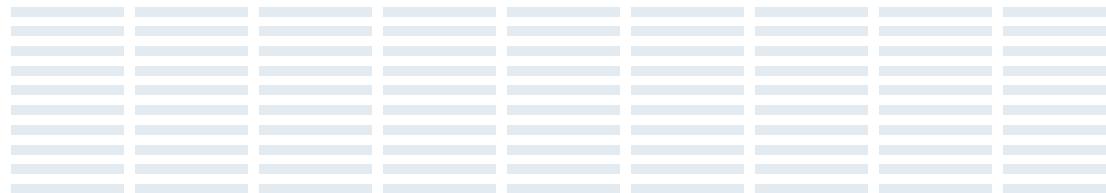
= 16 Hires out of 20

Interviews by Week: Week 4



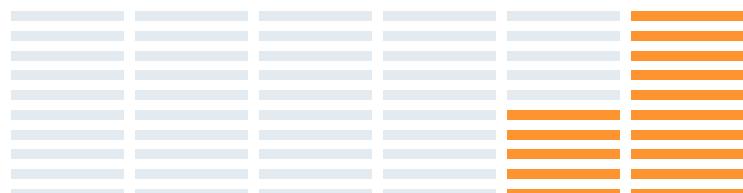
0 / 100

Recruiter Interviews



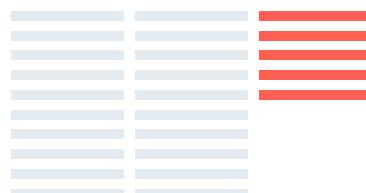
0 / 90

Manager Interviews



15 / 60

Final Interviews

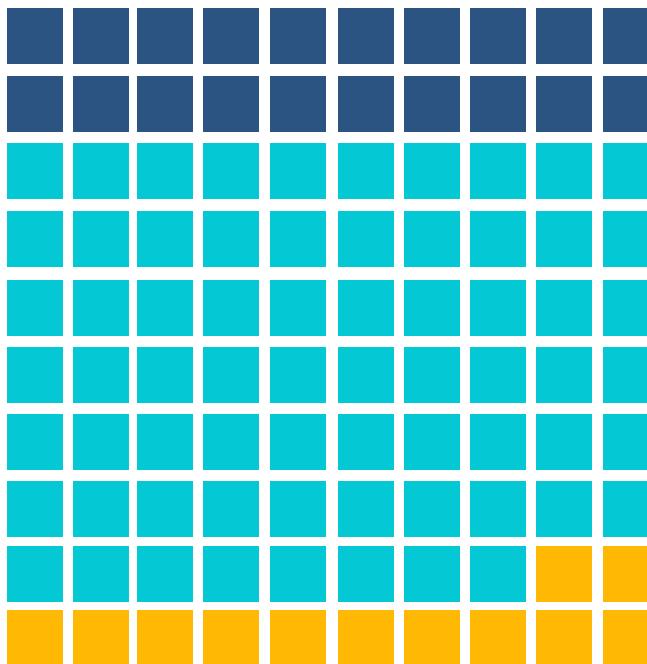


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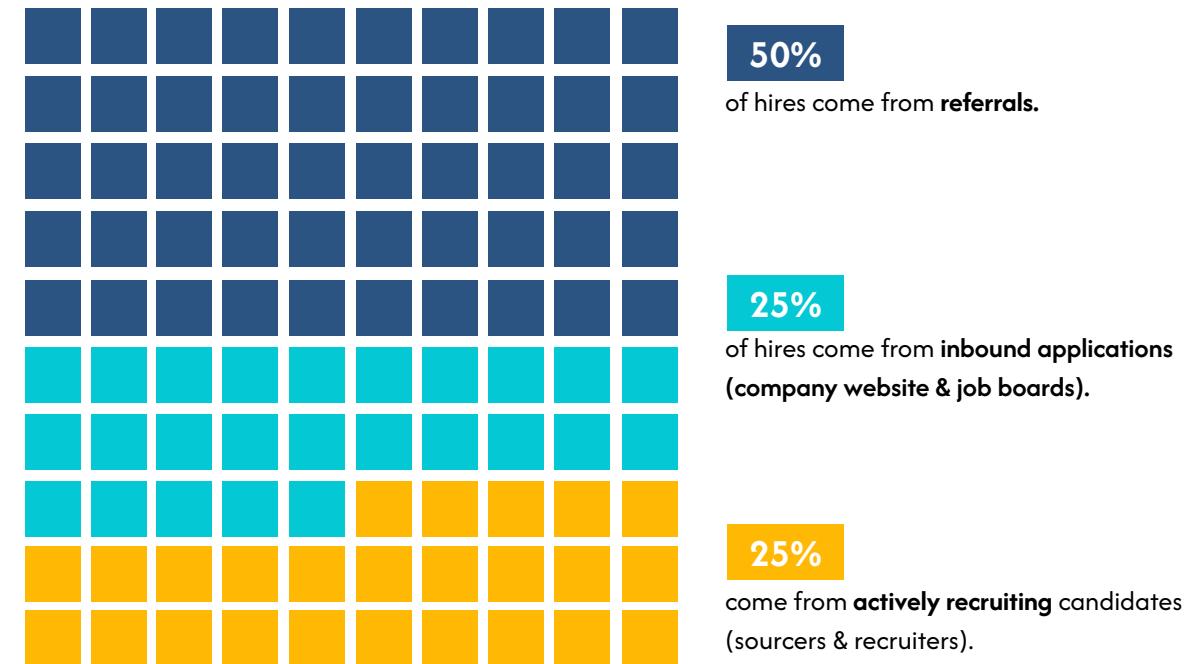
Offers

= 20 Hires out of 20

Sourcing Strategy

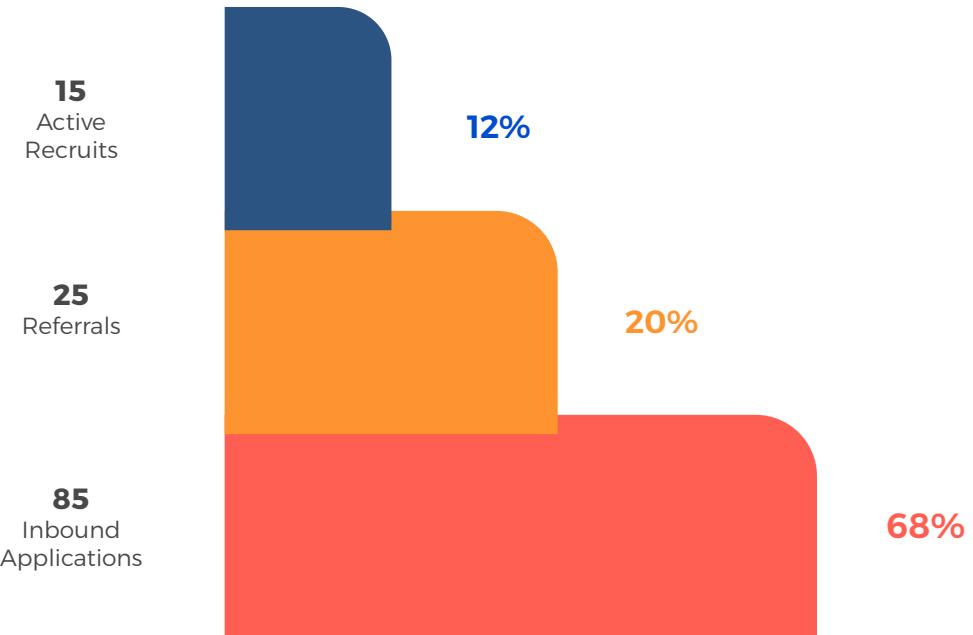


Where Applicants Come From



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