

TRENDS IN RECRUITING FOR TECH SALES & MARKETING

1

SAAS MODEL AFFECTING CHURN

Many companies are experiencing significantly more customer churn with SaaS solutions than previously with on-premise solutions

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BUYERS' POWER

Buyers are more capable and have easier access to research online about possible solutions/competitors

3

FASTER INNOVATION REQUIRES BETTER TEAMS

When competitors innovate faster, competition is tougher and strong, competitive sales team effort is more critical than ever

4

ACCOUNT-BASED EVERYTHING

Account Based Everything strategies are needed to personalize marketing, sales, and customer success initiatives to win, expand, and renew accounts

5

HARDER TO FIND THE RIGHT PEOPLE

Technology sales and sales management positions are among the hardest in the work force to fill

6

HISTORICALLY HIGH TURNOVER

Median turnover recently hit a five-year peak in technology sales according to an Aon report.

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RECRUITING NOT SCREENING FINDS THE BEST

The best candidates are focused on excelling in their jobs and are too busy to respond to job ads. Effective recruiting takes time and effort.

8

PROFESSIONAL RECRUITERS NEEDED

The value of a professional recruiter with industry knowledge, a bench and database of pre-screened candidates is more important than ever.

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SAAS SALES PERSON PROFILE SHIFTS

Personality traits desired in a salesperson have changed from gregariousness and strong personality to coachable, curious and resourceful

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EVALUATION CRITERIA HAS SHIFTED

Proven track record is still relevant but so is understanding of industry trends, target markets and ability to create 90 and 180-day sales plans.