BETTS RECRUITING CASE STUDY
SALES SEARCH

TechValidate™
now **SurveyMonkey®**

TechValidate (now SurveyMonkey) is the world's only customer content marketing automation platform. The web-based software help companies capture their customers' voices with questionnaires and publish it as 3rd-party-verified content.

THE NEED
Expansive Sales Team with experience working at rapidly growing companies and meeting high annual targets.

THE CHALLENGE
Before Betts, TechValidate used in-house resources
- Recruitment process was extremely time consuming for upper management
- In-house resources had limited candidates to source from
- Lacked ability to successfully vet potential employees before interviews

THE SOLUTION
After Partnering with Betts Recruiting
- Implemented group style interviews to decrease time-consuming phone screen process
- Utilized Betts' extensive sales network and increased quality of potential employees
- Reduced time-to-hire from several months to an average of 13 days
- Average hire started generating revenue within the first three months of working

WITH BETTS RECRUITING, TECHVALIDATE HIRED 18 SDR EMPLOYEES

"Betts Recruiting helped TechValidate successfully hire 18 sales development representatives within 60 days, helping us achieve our goal of building a successful sales team. Their deep expertise in sales recruitment ensured that we only saw talent who were not only the best match for the job, but also our company culture."

- *Brad O'Neill, Vice President and Co-Head of TechValidate*

betts **B** recruiting