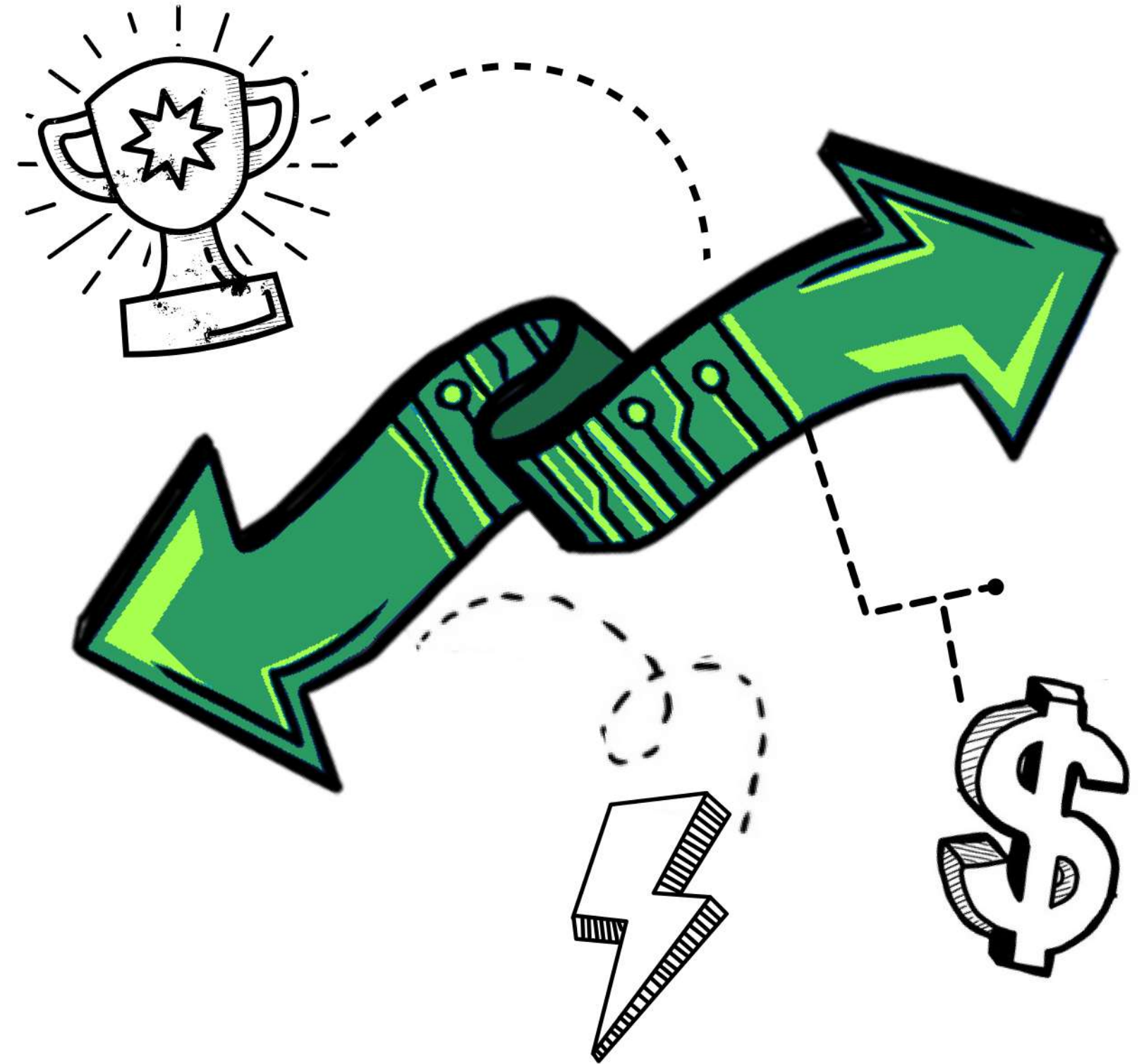


# CASE STUDY

## Pulse Recruitment and Teoh Capital



pulse  
recruitment



# INTRODUCTION



## Introduction

## Objectives

**Pulse Recruitment's partnership with Teoh Capital to fill key go-to-market roles across their portfolio of SaaS start-ups and scale-ups.**

## The Approach

### **Background**

## Challenges

As of August 2023, Teoh Capital owns a majority stake in eight SaaS Start-ups and Scale-ups across Australia and SE Asia. They have also asked Pulse Recruitment to assist them in finding talent in the US for a number of their ventures.

## Results

### **Challenge**

## Key Takeaways

Teoh Capital faced multiple challenges:

- Identifying top-tier go-to-market talent for their diverse portfolio.
- Seeking guidance on competitive remuneration structures.
- Enhancing the candidate experience throughout the hiring process.
- Streamlining recruitment procedures.
- Establishing a distinct employer brand for each of their companies.

## Metrics

## U.S. Vendors



# OBJECTIVES



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## **Teoh Capital Goals**

The ability to hire senior go-to-market talent with a start-up mentality and robust sales and marketing skill sets.

## **Pulse Recruitment's Commitment**

- Deliver a curated shortlist and advance to the later stages of the recruitment cycle within three weeks from the initial job briefing.
- Utilize our propriety four-step process to effectively promote roles and companies, while meticulously filtering candidates to ensure alignment with the company's culture and overall mission.

# THE APPROACH

## Our Proprietary 4-Step Process

Our recruitment process is followed by every member of the team and is what brings all the moving parts of a great recruitment campaign together. We call this our four-step process.

### STEP 1 - The Job Brief

This is the foundation of any search and sets up the story that we discuss with potential candidates. We aim to become an extension of your HR or Talent Acquisition and get a deep understanding of your business beyond just the surface level.

1. What does success look like in this role, and are there top performers that we can benchmark against?
2. What are the deal sizes and the average sales cycle?
3. How much of the sales cycle is the candidate completing?
4. What makes your company unique, what are your offerings, and key points of difference to the market?
5. Who are the competitors in the market?
6. What does the commission structure look like?
7. How realistic is career progression, and what does that look like?
8. What are the “success stories” of existing staff that we can promote?
9. What is the management style?

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# THE APPROACH

## Our Proprietary 4-Step Process

### STEP 2 - Building out a Profile

Now we understand the role and the company well enough. We can confidently build out a basic picture of who we believe would fit and what that person's experience looks like.

1. What level of experience suits this role?
2. What type of sales role(s) has the ideal candidate had to make their experience levels right but also mean that they are motivated to make the move?
3. Is experience within a specific vertical or industry necessary?
4. Will a tertiary qualification be irrelevant or potentially be a good guide towards the right person?
5. What deal sizes should the person be used to selling?

# THE APPROACH

## Our Proprietary 4-Step Process

### STEP 3 - Planning and Market Mapping

Once we understand what the profile looks like and have a clear understanding of positioning your brand, it's time to plan the search.

1. Where should we be looking to headhunt?
2. What job titles will be relevant?
3. What businesses train well and retain badly?
4. What's the key message and "story" that we need to grab the attention of top talent in a bite-size chunk?
5. Who should we avoid and why?

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# THE APPROACH

## Our Proprietary 4-Step Process

### STEP 4 - Execution

As Benjamin Franklin said – “By Failing to prepare, you are preparing to fail.” The execution is the easy bit once we have the foundations in place. So, where do we go to execute a search?

1. Our extensive network of candidates with whom we have relationships having been nurtured over many years
2. Various headhunting tools, including LinkedIn and other databases
3. Social Media (we have more than 23,000 followers on LinkedIn alone, and that number is growing)
4. All major job boards
5. Active candidate referral program

# CHALLENGES

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## Aligning Founder-Led Companies

Most of the portfolio companies were still founder-led. This meant there was a need to set clear expectations internally to speed up the hiring process and eliminate potential miscommunication between all stakeholders.



## Setting Clear Role Expectations

Before initiating the search, it was crucial to have a clear understanding of the desired candidate profile and the full scope of the role.



## Streamlining the Interview Process

To eliminate potential miscommunication, it was essential to align on interview frameworks and metrics. This ensured that interviewers knew exactly what to assess.



# RESULTS



## Recruitment Outcomes

Between August 2021 and August 2023, we successfully onboarded 14 key personnel across four portfolio companies. This includes:

- 2 Marketing Leads
- 2 Heads of Sales
- 1 Partnership Sales Executive
- 5 Account Executives

As of August 2023, only one of these candidates did not pass their initial 6-month probation.

## Business Impact Examples

- **Transvirtual (TMS):** The implementation of a new content and marketing strategy by the Marketing Lead led to a 125% month-to-month increase in inbound leads within the first six months.
- **Shiftcare:** With the placement of a Sales Lead and dedicated sales team, there was a 102% growth in monthly Annual Recurring Revenue (ARR) from August 2022 to August 2023.

# KEY TAKEAWAYS

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## Value Proposition

Deep market knowledge combined with a stress-tested proprietary 4-step recruitment process and first hand experience in successfully filling out Go-to-market teams for start-up and scale ups Technology Companies.



## Lessons Learned

Valuable insights into advising on potential blockers prior to the start of the process. Building out a profile that is most likely to succeed and then screening out candidates that do not match the culture and / or that do not align with the Company mission and values.



## Future Collaboration

Continued partnership between Teoh Capital and Pulse Recruitment across the broader APAC region and expansion into the US market.



# METRICS



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Our broader Pulse Recruitment metrics:

**93%**

Engagement to fill ratio on an exclusive basis

**13.5** working days

Average time from initial job brief to candidate offer

**91%**

Candidate retention rate 6+ months

# U.S. VENDORS

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Current U.S. vendor active clients:



U.S. Vendors