

Our FOUR-STEP PROCESS



pulse
recruitment



INTRODUCTION

There are four steps that we always follow when conducting a recruitment process. These steps have a proven track record of success and give our clients the peace of mind that we have a process in place that is not only thorough but, most importantly, gets results every time.

1

The job brief

2

**Building out
a profile**

3

**Planning and
market mapping**

4

Execution

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 what are the 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?

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?

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?

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 22,000 followers on LinkedIn alone, and that number is growing)
4. All major job boards
5. Active candidate referral program

Placing sales and marketing talent into technology & SaaS spaces



For more information, visit our website
pulserecruitment.com.au