PeopleAsset™ Search Talent Organization

Executive Search

Case Study

Head, Sales

For a B2B organization which measures and enhances the quality of digital experience.

Technology Practice

Background

Our client is a B2B organization which specializes in measuring and enhancing the quality of digital experiences through their slew of products, thus reducing churn and acquisition costs for its customers. They received a Series A funding round almost a year back and have grown aggressively since then.

What was the exact ask/ role specification

The client was looking to build a new product and was specifically seeking a Head of Sales for that product line. This candidate would be responsible for building the pipeline from ground up and would need to work closely with the Product Management & Engineering functions as the product was still being built. This role would report into the Co-Founder and Chief Product Officer. The initial ask was that this role be based out of US but was modified at a later stage to being India-based (Gurgaon/ Bangalore).

The process

PeopleAsset started working on this mandate by closely interacting with the hiring manager and identifying the list of competitor organizations and organizations having similar product/s in the US. Once the universe was identified, we went about mapping these organizations for candidates who were actively involved in playing hunting/ solution selling roles, and who had at least one stint in working in a start-up or selling new products which have just been launched. The search process started when the US was entering into the Christmas/ year end shutdown. PeopleAsset created a long-list of 20 candidates for this role and sought the client's feedback. After the initial feedback loop, a few more candidates were added keeping the budget in mind. 5 profiles were presented of which 2 candidates went through multiple rounds and were to be scheduled for final discussions with the CEO & Co-Founder. At this point of time, due to the changing circumstances around the world due to Covid19, the client decided to hold off on the US based role and wanted us to work with the similar specifications for an India based role.

The ask was similar and PeopleAsset immediately turned around with a longlist of 10 names which the client immediately approved off. We presented 4 India based profiles and the client interviewed them and made an offer. The first candidate dropped out due to the evolving and unpredictable Covid19 situation. The second candidate was offered from among the 4 profiles submitted and he came onboard within a month. This candidate brings nearly 14 years of sales experience with successful and world renowned B2B software organizations. He has successfully played sales leadership roles in his last 2 organizations.

The evaluation methodology that PeopleAsset used was a combination of video calls, tele discussions and in-person discussions. We evaluated candidates based on their ability to comfortably interact with technology leaders in various organizations, their pluckiness to the sale, the self-drive and the interest and ability to be hands-on. Candidates spoke about the examples of key sales made while in a leadership role, their involvement in these sales, the detailed strategy adopted to convert the sale, the challenge/s faced at each step and finally the impact of the sale on the business line/ organization.

PeopleAsset differentiator

- The search started during the year-end shutdown phase in the US and when it switched to become an India-based mandate, it had by then gone into the Covid19 lockdown phase. The team needed to dig deep to ensure that genuine interest was being generated from the candidates as well as being comfortable and in sync with the changing client needs.
- Thorough evaluation which ensured that only the right set of candidates were presented which generated interest from the client's end immediately.
- Deep client engagement which gave them the confidence that our focus was unwavering and our goal was to see them successful.