

Presales: The keys to hiring and retaining presales talent in an employee's job market.

To recruit and retain the best talent, follow the H.E.A.R. principle.

Step 1: Hire. *De-risk your hiring.*

Eighty percent of employee turnover stems from bad hiring decisions, and candidates are on their best behavior during the interview process. (On their resumes, 58% lie.)



In Network

Go to people you have worked with before.



Trusted Referrals

Obtain referrals from peers or colleagues you trust.



Out of Network

To scale, you need a process to vet unknown candidates.

Add "truth serum" to the interview process to get candidates to tell you the "whole truth". This proven process involves the threat of reference checks throughout the interview process and conducting them. They work if you do them right.

Step 2: Engage. *Have a process in place.*

Partner with a recruiting partner (talent acquisition, external agency, etc.,) to identify, recruit, and acquire A-Player talent that will help you achieve your goals.



Define The Need

Create an SOW that defines the key requirements for a candidate to be successful.



Be Persistent

Outreach is both digital (e.g., social media) as well as old school (e.g., phone calls). If you are only using LinkedIn, you are only getting responses from less than 1/3rd of the candidate market.



Timely Follow Up

Be responsive. Candidate inboxes are filled with other opportunities.

Recruiting is a process that requires discipline, actionability and timeliness.

"Making a bad hire can cost millions. Keeping a good hire can generate millions."

- VP of Presales

Step 3: **Authority.** *What is your Employer Value Proposition (EVP)?*

An EVP is both a marketing message as well as a promise. It tells the story of the company's values and ideals, and how it wants to be perceived by its employees.



Company Growth

What is the company's path to growth and success?



Culture Reputation

Top candidates look at Glassdoor and get references from colleagues before they interview.



The Competitive Landscape

Articulate why you win deals and what your decisive competitive advantage is.

How will the company culture empower your candidates to grow and enable them to achieve?

Step 4: **Reinforce.** *Highlight your key differentiators to candidates.*

Why should someone quit their job to join you and your organization?



Story

Why was the company founded and how is it going to make a difference in the world? 35% of the U.S. workforce are millennials. By 2025, millennials will represent 75% of the global workforce.



Career Advancement

How will the Sales Engineer be challenged, and what does the career path look like?



Compensation

A shortage of qualified candidates, and most companies making counter-offers, has created a state of hyper-inflation for wages.



Leadership

Recruitment & Retention is the P&L. It is also becoming a reflection of how leaders approach their Core Purpose and Values.



Location

Remote has always been the norm for SE's. Today, remote also means a North Carolina SE may be covering the West



X-Factor

What can you offer the market that your competitors either cannot or will not offer?

Every candidate hears during the recruiting process that the prospective employer has great people, a great culture and lots of growth. What are you going to do differently to distinguish yourself from the rest?



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