‘Ask me Anything’ with Joe Marcin

The Launch Collective
GTM talent community

October 3rd, 2024

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Missed the Session or want to watch it back?

Watch the recording here:

https://youtu.be/0pX4gjzACEs

SECTION No: / 01

Our Ambassadors

/01

MICHAEL BURNELL
MATILLION

LEWIS WILSON
STRIVE

HANNAH HEATH
DRATA

MEREDITH KAY
ON24

TYLER KOSANDA
DATADOG

ANNE KRECHMER
CLICKHOUSE

DAVID OLIVER

RACHEL TESSIER
CONFLUENT

SARAH SARHANGI
DATAIKU

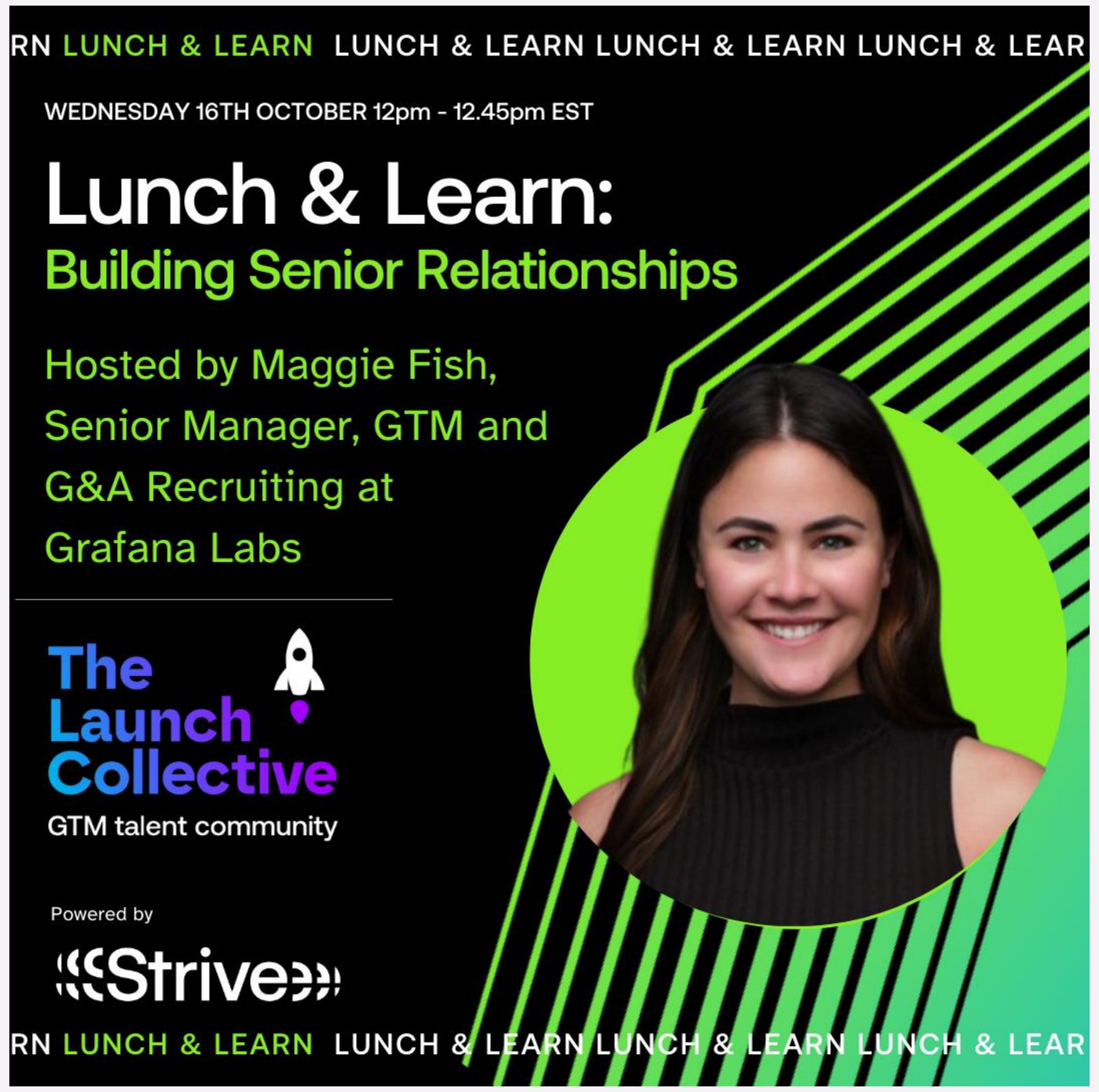
ROSE ALVAREZ
HYVE GROUP

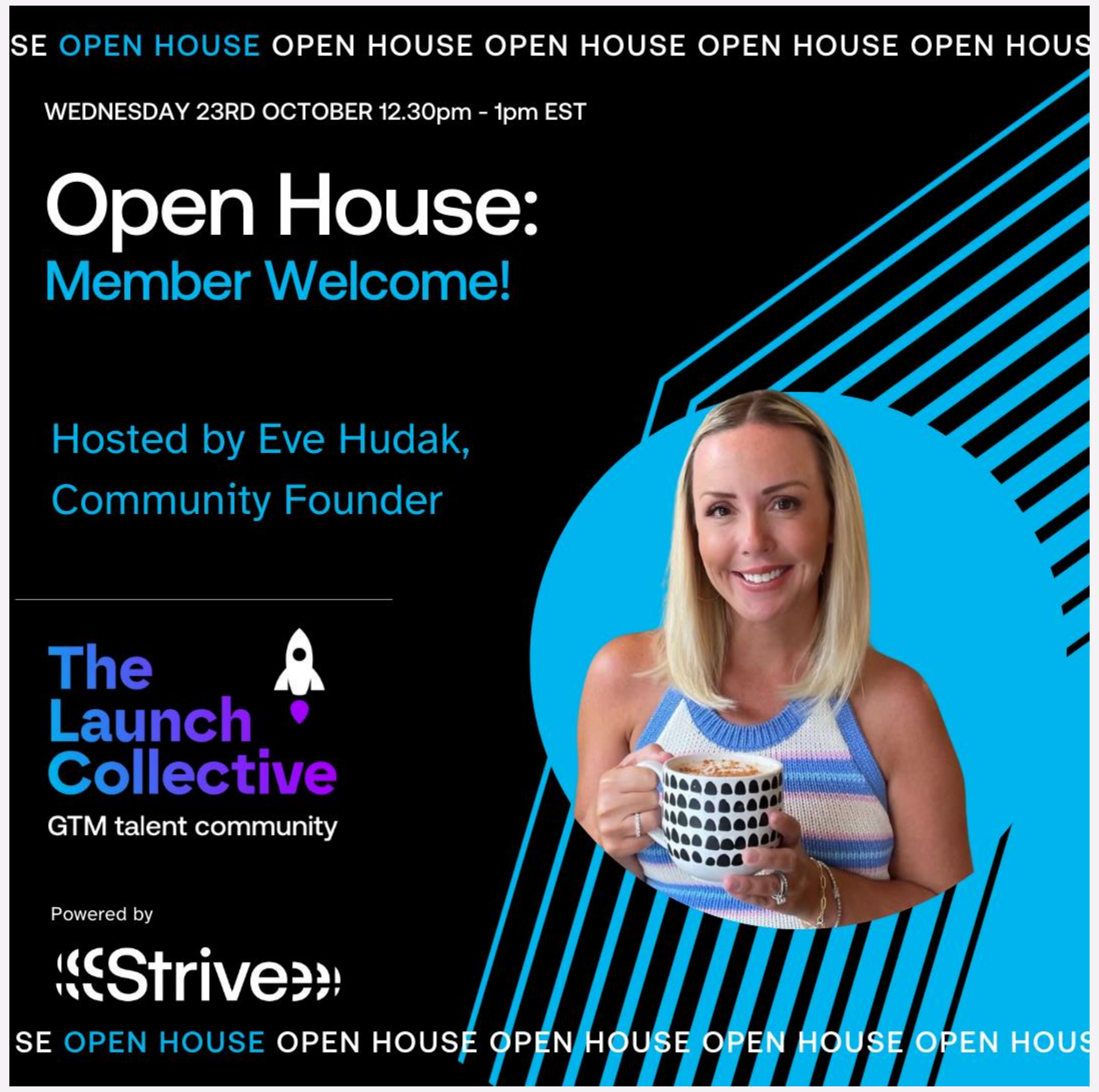
SECTION No: / 02

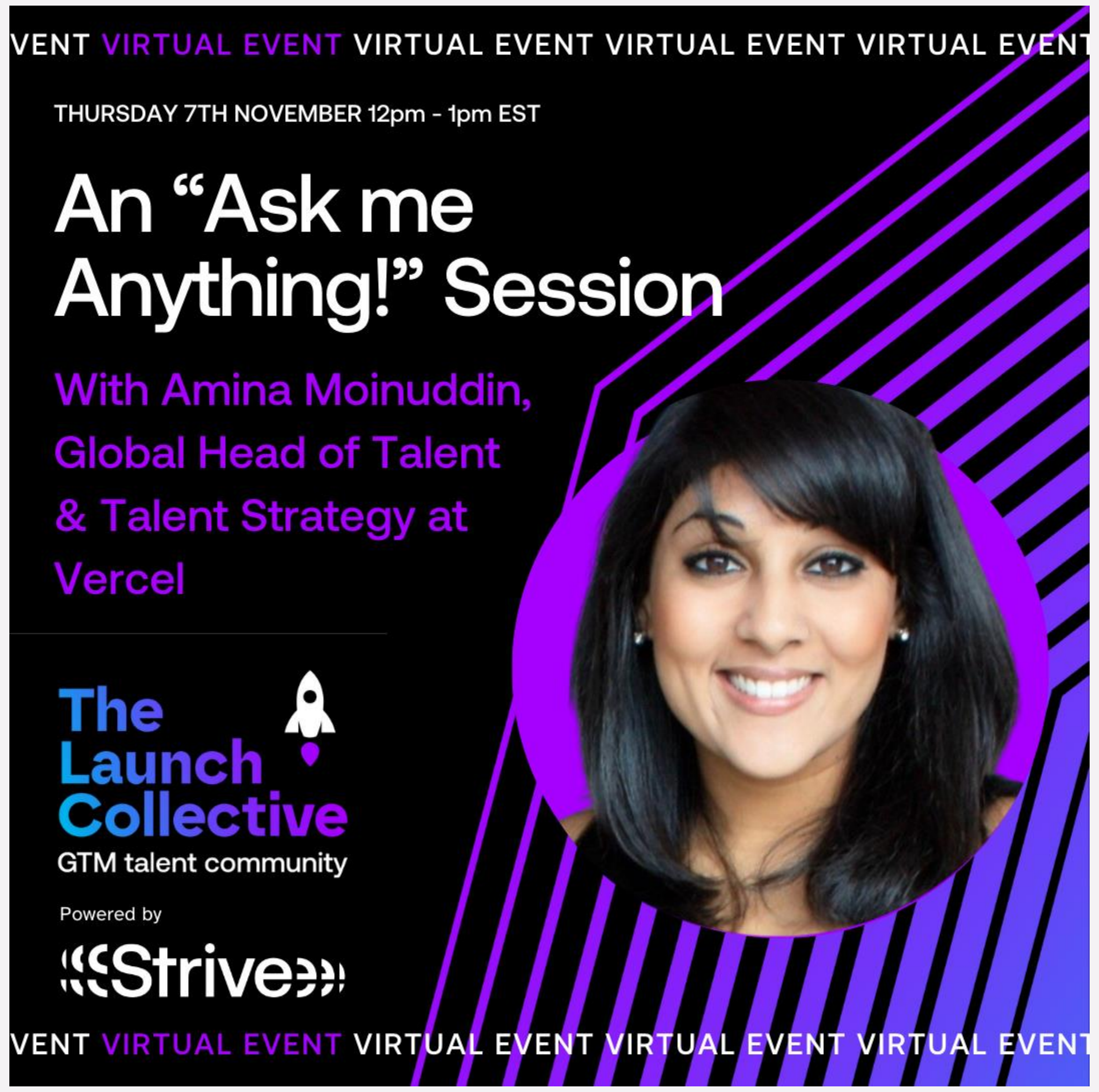
Community Update

/02

Events over the next Month:







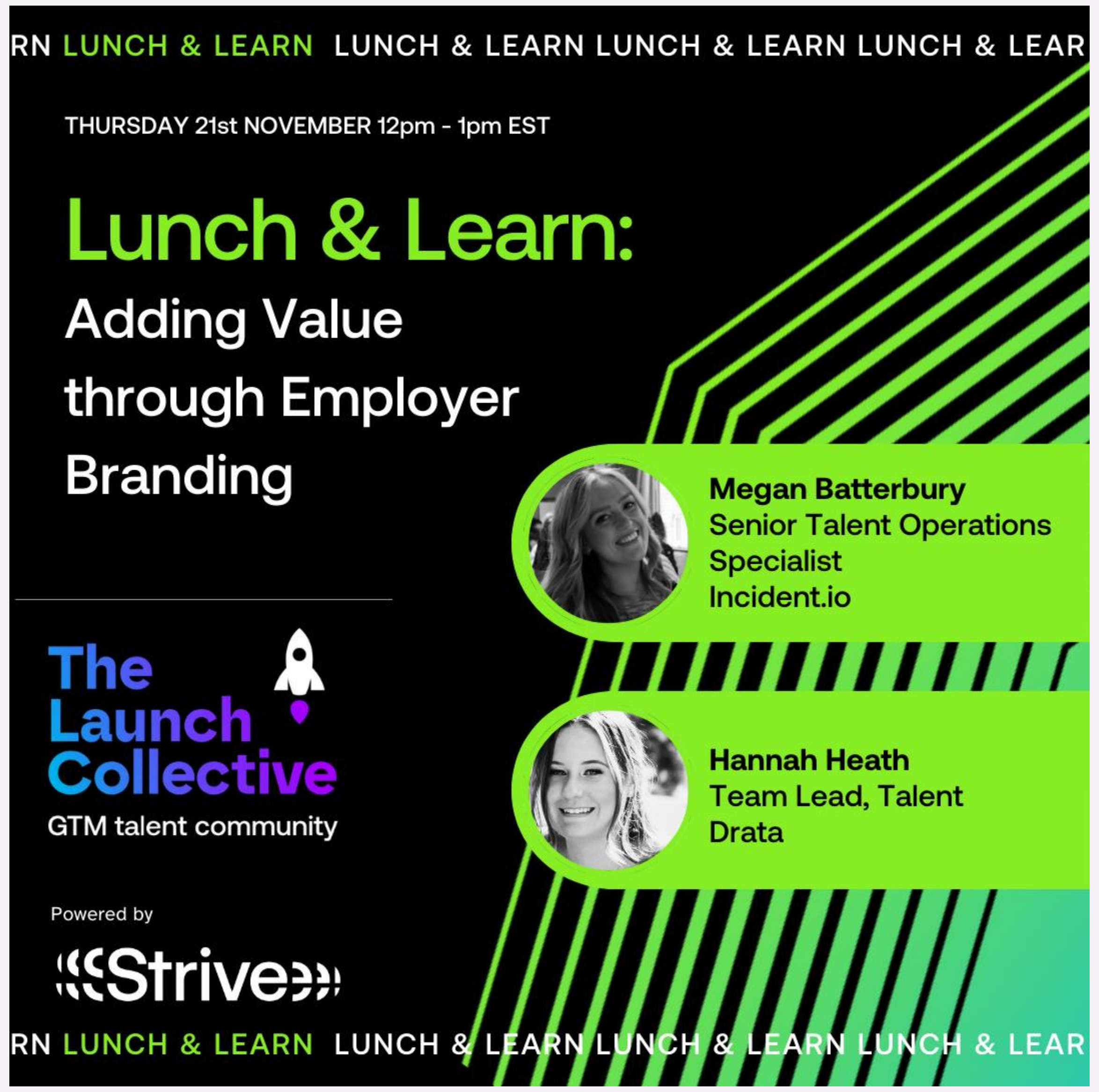
Wednesday 16th Oct: 12pm EST

Wednesday 23rd Oct: 12.30pm EST

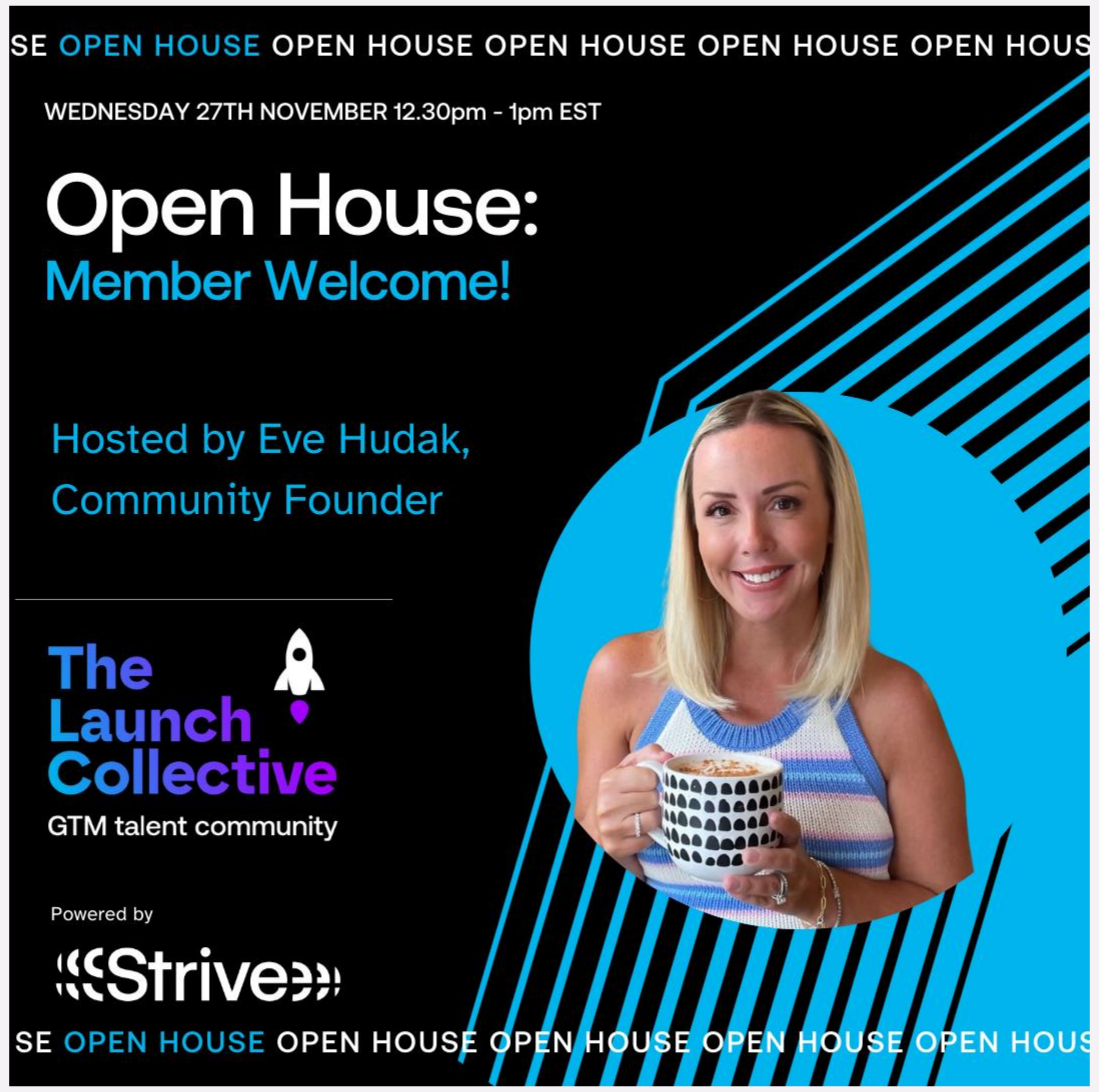
Tuesday 29th Oct: 12pm EST

Thursday 7th Nov: 12pm EST

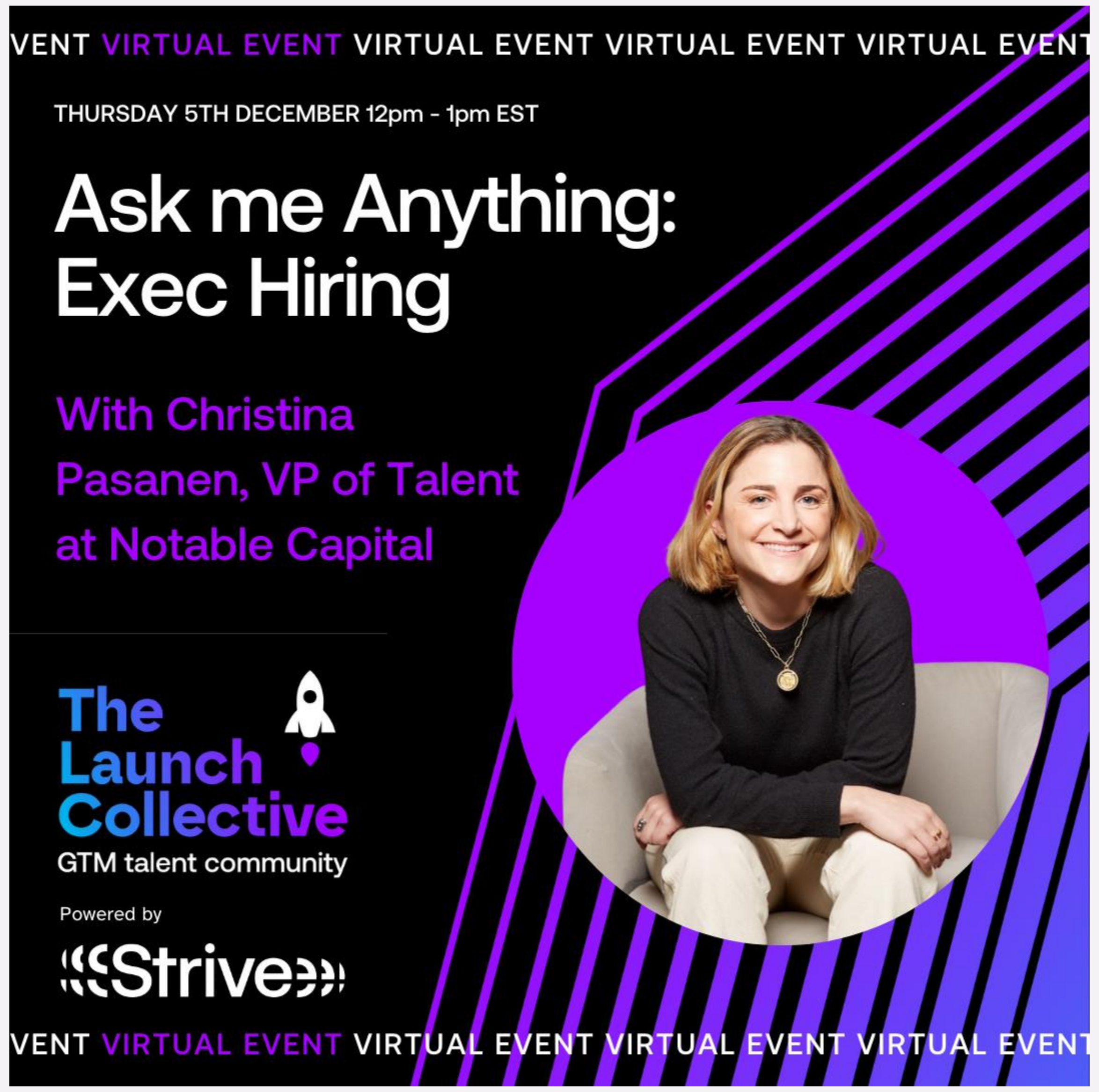
And looking further ahead…..



Thursday 21st Nov: 12pm EST



Wednesday 27th Nov: 12.30pm EST

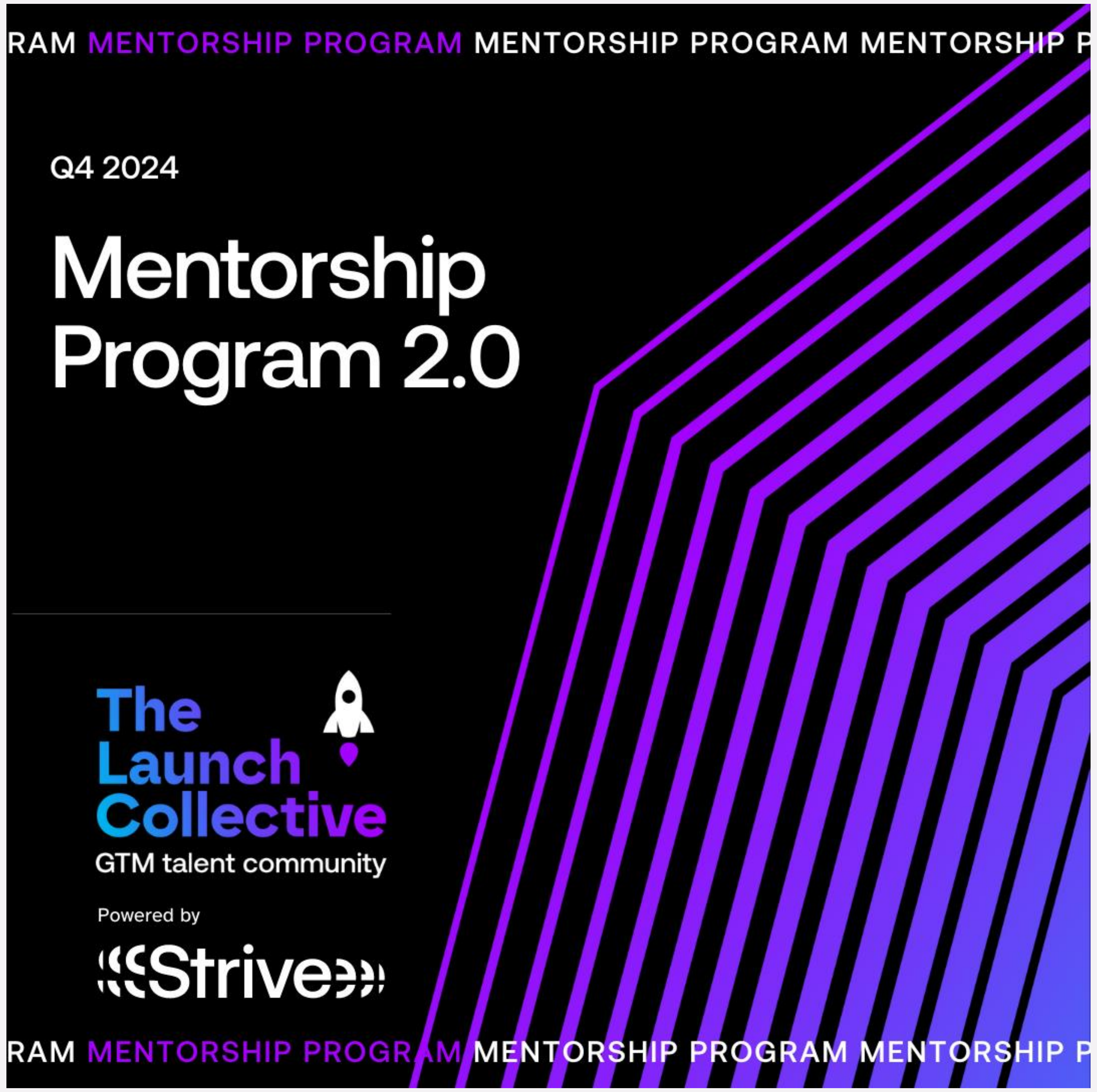


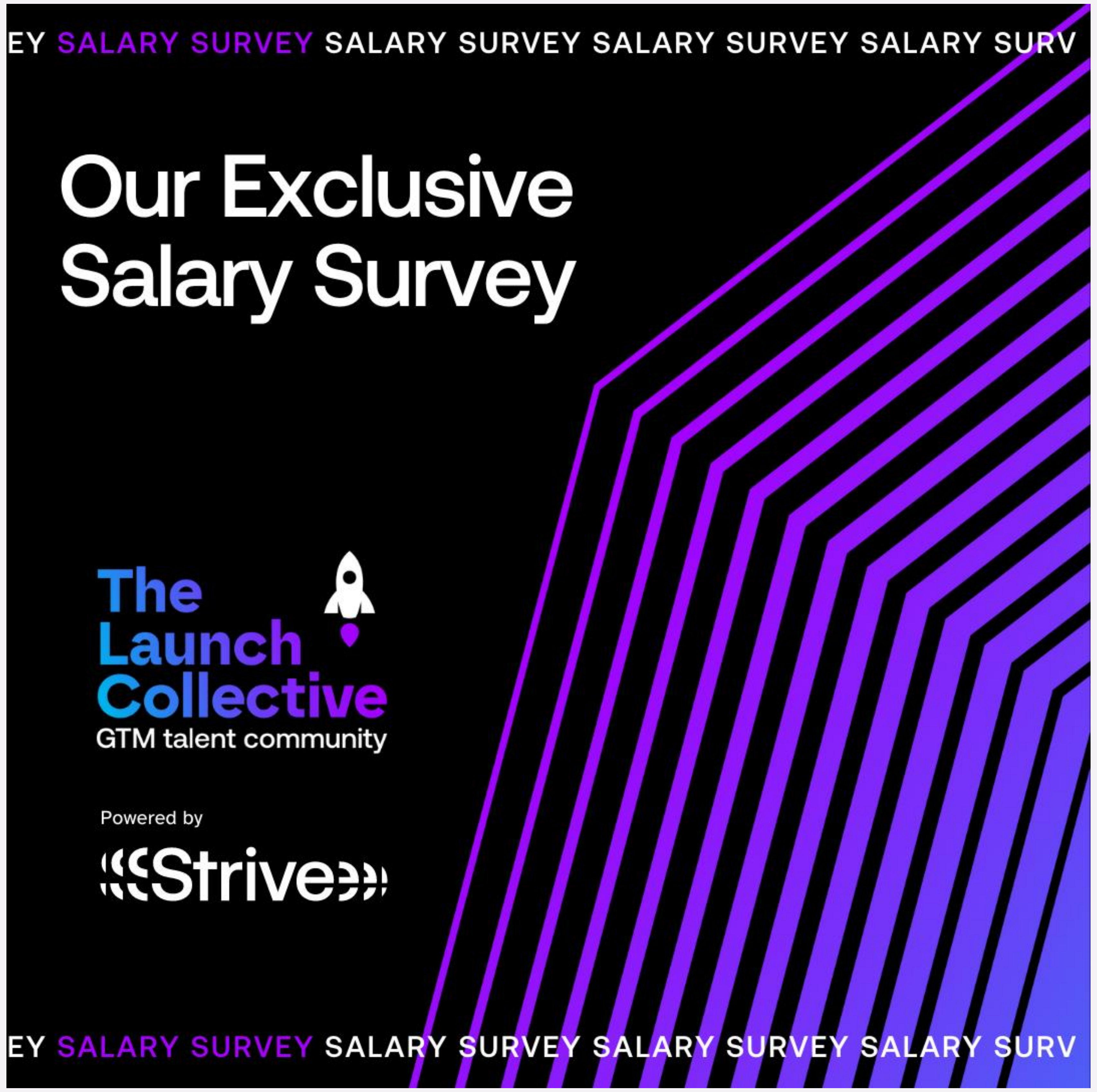
Thursday 5th Dec: 12pm EST

You will automatically be invited to the Monthly Forums!

You can register for the other events on our website: www.thelaunchcollective.io

Current Initiatives:





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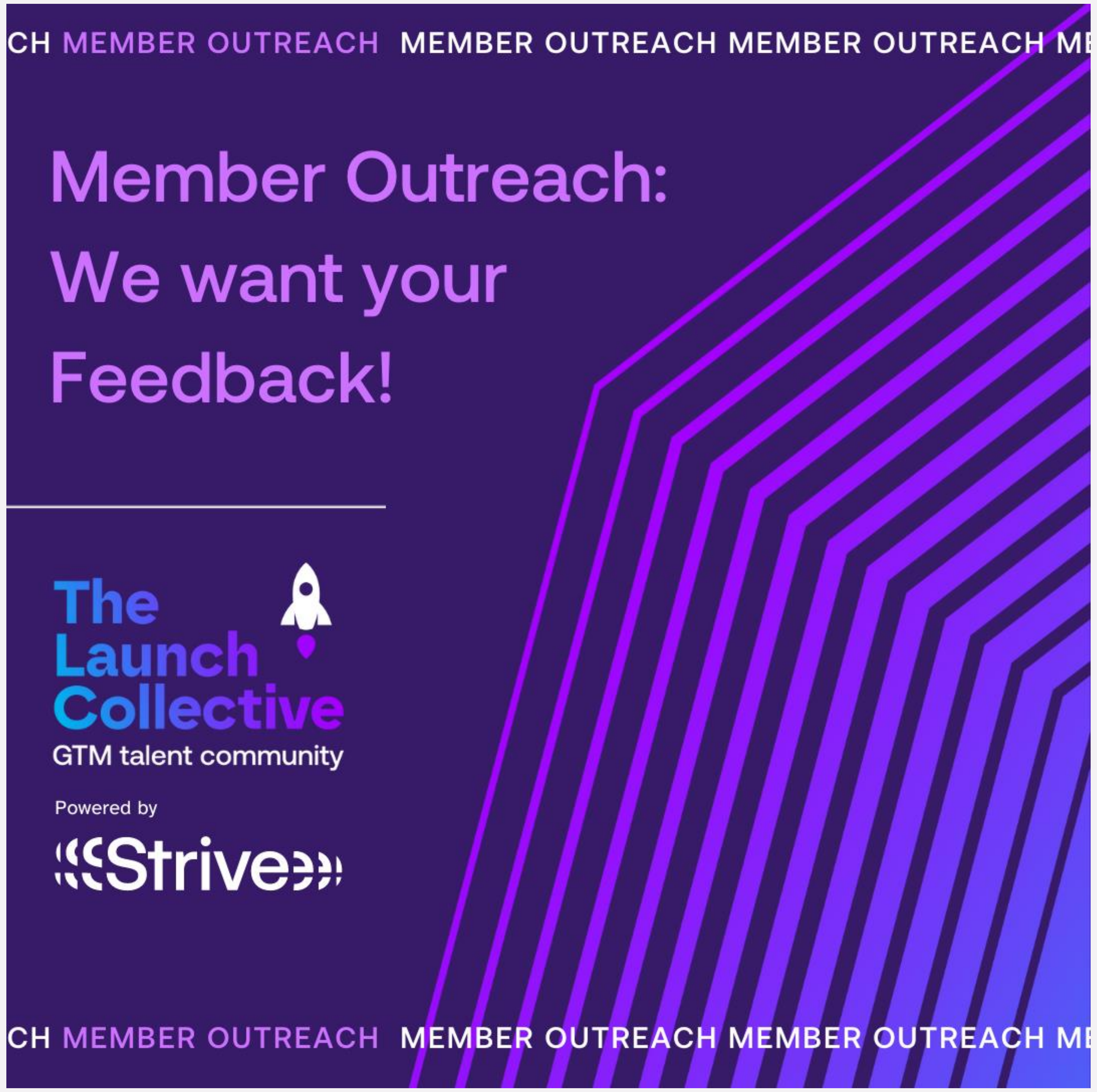

SECTION No: / 03

Today's Guest Speaker

/03

Welcome to Joe Marcin!

Chief Revenue Officer at FirstUp

Over 20 years of proven success in leading Enterprise Software and Cloud go-to-market organizations for global, world-class companies

Driven billions of dollars in value creation for the customers, investors, and shareholders he serves!

What would be your advice for Talent to build relationships with Revenue Leaders?

- Operate a good cadence of communication – this might differ if you are scaling or operating at ‘normal mode’. Important to maintain this cadence at all stages, even when quieter.
- Important to also have a common understanding of ‘what great looks like’ – both from the interview process itself, its participants and also the Ideal Candidate Profile (ICP).
- There is no ‘one size fits all’ when it comes to the ICP, so it’s really important for Sales and Talent to work together to determine what this looks like in that particular organisation. Not just in terms of skillset and performance, but also in terms of culture fit.

- Joe runs a weekly cadence with his Sales Leaders focusing on pipeline etc and feels that this approach works well with Talent also during a growth phase. He runs the call very similar to a forecasting call in terms of understanding pipeline and running through the numbers of candidates at each stage of the process.
- Uses a tracker to understand where candidates are up to within the stages and tracking KPIs.

What are the Core Metrics that you put emphasis on in terms of TA performance? And what Information can TA bring to you, to add Value?

- Volume of Candidates and Time to Hire are key high-level metrics important to Joe.
- Also, key from his perspective is Time to Progress – putting spotlight on this metric can set you apart from other organisations where process and scheduling is slower. Understand where candidates are getting 'stuck in the process' and work with the Talent team to improve this to maintain good candidate flow.

- Understanding Market Concentration – e.g. FirstUp recently did a recruitment drive for SDRs and their TA team identified certain geographies with higher concentrations of Candidates, of the quality they were seeking. Those insights allowed them to better focus their outreach to find candidates that hit the ICP quicker.

How can a GTM Recruiter best embed themselves in the Sales Business?

- Truly embed yourself in the organisation.
- Whilst your reporting line might not be into the Sales Leaders, have a 'dotted line' into them – participate in QBRs, attend SKO Events, attend Mid-Year KOs etc.
- Be immersed in what the GTM Sales do and how they operate.

- Remember Talent have a 'different lense' compared to a Sales Leader and will therefore see different things – have a debriefing with the Leader after the QBR etc and give feedback. Take the opportunity to share ideas and highlight any difference in opinions.

- Note, this might sometimes only be possible once an organisation is larger and has more structure.

What additional value can TA add to a business on top of just filling Reqs?

- Pro-actively spend time with people on the Sales team who are performing well to understand why they are successful – whether this is based on actual skillset or culture fit. Use this information to make suggestions as to how to keep fine tuning the ICP.
- Spend time to understand what is working well in the market in which you are competing. What organisations are you competing against and what does their talent pool look like? How can this help you benchmark in comparison?
- Help the Sales Leader understand where there is risk. Use tools and analytics (e.g. LinkedIn) to understand current staffing – are people marking themselves as open to work? Are they speaking to recruiters / applying to jobs? Pro-actively alert the Sales Leader to this potential risk, especially where it is a top performer.
- Go beyond the Acquisition piece and truly help the Sales Leader manage Talent in the organisation.

How can a Recruiter accelerate their time to value / relationship building, when joining a new Organisation?

- Balance between the right level of discovery with the Sales Leader (ask the questions, understand how they evaluate candidates, how they select talent, the process they like to follow) and also having your own Point of View to bring.
- A Sales Leader will look for a TA Partner to bring their experience and views – what has worked well at previous companies, what hasn't, what data do you feel is important etc. Help them improve what they have been doing previously.
- Be an Advisor and Partner, not just an Order Taker. Artificial harmony doesn't always foster a long-term partnership. It's ok to have differing opinions, be a Partner and voice your opinion.

What information do you place high-value, when being presented Candidates?

- A steer on the candidate profile (on top of the CV) – add colour and depth. E.g. do they sell to the correct stakeholders currently? Do they align with the required sales motion? Where do they match the ICP?
- Assess for the important traits and skills that the Sales Leader is looking for, to bring that forward and save the Sales Leader time.
- Recent Performance – what numbers have the Candidates done? Last 5 years of quota? Last 5 years of attainment? Any evidence of that?
- Get to the real heart of why the Candidate is on the market. And why this role in this company? Go beyond just money focus and get to the real crux of what motivates them.
- Are there any red flags that should be raised? Would you buy from this person? Would you take advice from them?
- This will then allow the Sales Leader to use the interview for other areas and make the process more efficient.

How do you validate performance claims from Candidates?

- To find authenticity in questions re performance claims, ask questions around the make-up of deals and look for clear answers. Dig into the number of deals, when were they sourced, when did they close, how did they contribute to the overall achievement.
- Whilst we can't ask for W2s, you can put the ball in their court and give them the option to share.
- Reference checks – can be telling also if someone is reluctant to give referee details. An idea is also to be prescriptive with reference requests, to avoid a candidate only giving those who will be positive. Again, monitor the reaction when requesting these to see if the Candidate has concerns.
- Also consider getting references from those who worked with them, not just who they report in – e.g. for an AE ask for a reference from a Solutions Consultant who worked with them to understand key deals and who played what part in the deal.
- Reports from their CRM system (commercial information removed).
- Sales-people are good at selling, including themselves. Can be hard to get through this and get to their accomplishments.
- Back-Channelling can be useful especially for high-profile or leadership roles. Needs to be done carefully and at the right time in the process (typically Joe would do this at the end of the process). Would normally use this if someone had done well in an interview process but there was a slight doubt remaining.