Certus Recruitment



Why Purpose Matters When GTM Talent Chooses Where to Work

How candidates weigh the opportunity the leadership and the hiring experience.

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Certus Recruitment Group

OUR VALUES

Passion Energy Commitment Integrity Fun

Why Purpose Matters When GTM Talent Chooses Where to Work

How candidates weigh the opportunity the leadership and the hiring experience.

The Go to Market hiring landscape has changed dramatically over the last few years.

Yes salary still matters. A competitive package will always be important. But if that s the only thing you re leading with you re already behind.

At Certus Recruitment Group we speak with Sales Customer Success Marketing and RevOps professionals every day across Australia the UK and North America. Increasingly the conversations aren t centred on compensation. They re centred on purpose.

Top performers want to know:

• Is the leadership team capable of executing the vision?

• Does the product genuinely solve a market problem?

• How is AI shaping the company s strategy?

• Will I be set up to succeed?

• Is there a genuine opportunity to grow my career?

The best GTM professionals aren t changing jobs for a bigger pay cheque. They re looking for an environment where they can make a bigger impact.

It s Not Just About Selling the Role

Many businesses invest heavily in attracting candidates but spend very little time selling themselves.

The best hiring processes don t feel like interrogations. They feel like two way conversations.

Candidates want transparency. They want to understand the company s vision its challenges its culture and how they ll contribute to its success.

Employers often forget that recruitment is a sales process too.

You re not simply assessing talent you re asking exceptional people to invest the next chapter of their career in your business.

Then Comes the Biggest Mistake...

Once a great candidate has been identified many organisations lose momentum.

We ve seen it countless times.

Five interview stages.

A presentation.

Several days between meetings.

Internal delays while stakeholders find time.

Meanwhile another employer moves quickly makes a decision and secures the hire.

In today s market speed isn t about rushing.

It s about demonstrating intent.

A decisive recruitment process tells candidates:

• We know what we re looking for.

• We respect your time.

• We re excited about bringing you into the business.

A slow process often communicates the exact opposite.

Your Hiring Process Is Part of Your Employer Brand

Candidates judge organisations by more than just their Glassdoor reviews or LinkedIn presence.

They judge them by the experience they have during recruitment.

Do interviewers arrive prepared?

Is communication consistent?

Are decisions made promptly?

Does every stage add value?

Every interaction shapes the perception of your business.

The strongest employer brands aren t always the biggest or the highest paying. They re often the ones that provide a professional engaging and efficient hiring experience.

Winning GTM Talent in 2026

The competition for experienced Go to Market professionals remains fierce particularly in SaaS AI and technology.

The businesses consistently attracting the best talent are those that:

• Offer meaningful career progression

• Clearly articulate their vision and AI strategy

• Empower hiring managers to make decisions quickly

• Treat recruitment as a two way sales process

• Create an interview experience that reflects their culture

Because when exceptional candidates have multiple opportunities they rarely choose the company with the longest interview process.

They choose the company that made them feel confident about the future.

Final Thoughts

Hiring great Go to Market talent has never been solely about compensation.

It s about purpose leadership opportunity and execution.

The organisations that understand this and move with confidence when they find the right people will continue to attract the very best talent.

At Certus Recruitment Group we partner with technology businesses across Australia the UK and North America to help them attract and secure exceptional Sales Marketing Customer Success and RevOps professionals.

If you d like to understand what today s GTM candidates are really looking for and how your hiring process compares we d be happy to have a conversation.

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