

Winning the Race for GTM Talent

May 7th, 2026



Access the full recording of the session here:

<https://youtu.be/6DTNEQBvNw>

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Strive build world-class go-to-market teams for some of the most disruptive, Venture Capital Backed tech companies, all over the world.

Our team has successfully hired for some of the hottest vendors across the US and EMEA, backed by the likes of Sequoia, Insight Partners, A16Z, Accel, Index, Intel, SFV, GV, Craft, Boldstart, NEA, CRV... the list goes on.

Strive don't just place people, they build entire teams.

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Juicebox is the modern AI recruiting platform that helps teams find top talent faster.

Juicebox helps recruiters source faster, find qualified talent, and scale personalized engagement.

Trusted by over 5,000+ customers, including Ramp, Samsara, Quora, and Cursor.

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SECTION No: /01

Upcoming Events

/01

MO **PRODUCT DEMO** PRODUCT DEMO PRODUCT DEMO PRODUCT D

WEDNESDAY 20th MAY
5pm - 5.30pm EST

Product Demo:
Juicebox

 **Juicebox**

The Launch Collective
GTM talent community

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VENT **IN PERSON EVENT** IN PERSON EVENT IN PERSON EVENT IN PERS

THURSDAY, JUNE 4TH 6pm - 8pm PST

San Fran

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VENT **IN PERSON EVENT** IN PERSON EVENT IN PERSON EVENT IN PERS

SECTION No: /02

Today's Guest Speaker

/02

Thank you to our Guest Speaker!



Shaked Auz Abramovich

Senior Global Talent
Acquisition Partner

at

groundcover

WHAT WE'RE COVERING TODAY

01

The Founding Recruiter Mindset

Build the base before building the pipeline

02

Hiring Manager Alignment

Creating relationships that last

03

Managing Unrealistic Expectations

Use data to guide decisions

04

Scalable Processes

The 'Way We Hire' framework

05

Defining Your Ideal GTM Candidate

Skills over pedigree

06

Great GTM Recruiters Always...

The closer's mindset

01 | THE FOUNDING RECRUITER MINDSET

"Stop for a second. Build your base. Build what you want. Create a plan."



Foundation First

Resist the urge to run straight into sourcing. Design your process for 60, 80, 100+ employees before you fill your first role.



Think in Horizons

Map out what hiring looks like at each growth milestone. A 3-stage vision stops today's chaos from killing tomorrow's scale.



You're the Last Safety Net

Nobody else will catch a dropped candidate. Own every step - the pressure is real, but so is the impact.

02 | HIRING MANAGER ALIGNMENT

RE-KICKOFF



When you join or a new role opens, stop and realign. Don't inherit someone else's brief - build your own with the HM from scratch.

DAILY TOUCH-POINTS



A Slack message each morning ('Hey, anything you need?') builds trust faster than any process doc. Personal relationships are your competitive advantage.

MAKE YOURSELF INDISPENSABLE



Create a dynamic where HMs naturally include you in decisions, ask your opinion on candidates, and can't move forward without your input.

ROLL WITH THE PUNCHES



Things change fast. If the HM wants to own reference checks, let them. Park your ego and support what's best for the hire and the business.

03 | MANAGING UNREALISTIC EXPECTATIONS

THE CHALLENGE

- HMs want top talent at startup budget
- Default bias toward 'hire from our space'
- Agencies say candidates are 'over budget' - without evidence
- Revenue risk: every quarter unfilled = a quarter without a rep

THE FIX: LEAD WITH DATA

- 1 Quantify vacancy cost - frame unfilled roles as lost revenue per quarter, not just headcount.
- 2 A/B test the ICP - propose splitting one headcount to test adjacent talent pools (SaaS, infra, etc.).
- 3 Present benchmarked candidate slates - show 3 candidates with salary, experience and fit context.
- 4 Challenge agency excuses - always ask for the data behind 'over budget' claims.

★ The "Way We Hire" Template — your single source of truth for every new role

Template includes:

- Job description
- Interview process & stages
- Salary bands
- Location requirements
- Must-haves vs. nice-to-haves
- Target start date

Headcount Gate

HMs request a 'Way We Hire' form before any role opens. No form, no start date. Prevents the 'open everything tomorrow' pile-up.

Annual Roadmap

Build the full-year headcount plan in Q4. Sequence role openings by business priority, not by whoever shouts loudest.

Weekly Pipeline Report

Every Friday: who was interviewed, who's in advanced stages, who's close to close. Keeps everyone informed and friction low.

05 | DEFINING YOUR IDEAL GTM CANDIDATE

 *Case Study: Garrett — Regional Director, Boston | Hired outside the observability space*

Typical Default

Source exclusively from competitors






Strong domain knowledge, but...

The Smarter Question

What does this role MOST need?

Management ability, sales acumen, cultural add - not just vertical experience.

What to Look For

-  Career trajectory - is the arrow pointing up?
-  Core skill match (e.g., management vs. domain)
-  Transferable industry experience (SaaS → infra → observability)
-  Coachability - can you teach them the space?
-  Cultural alignment - do they believe in the mission?

06 | SIX THINGS TO START DOING DIFFERENTLY FROM MONDAY

Build the base first

- 1 Pause before sourcing.
Design your process for scale before you fill your first role.

Speak the language of revenue

- 3 Frame unfilled roles as lost ARR.
A quarter without an AE is a quarter without revenue.

A/B test your candidate ICP

- 5 Don't limit the search to direct competitors.
Skills and trajectory often matter more than vertical.

Go personal with HMs

- 2 Daily Slack pings + genuine relationships = hiring managers who trust you and seek your input.

Implement a 'Way We Hire' form

- 4 No intake form = no start date.
Standardise before you scale.

Always bring data

- 6 Replace opinion with evidence - candidate benchmarks, pipeline stats, time-to-fill impact.