



GTM TALENT COMMUNITY

November 2nd, 2023



Feedback:

Thank you for attending the GTM Talent Community meeting!

We welcome your feedback and would appreciate you completing the below form,
so we can keep improving the sessions:

<https://scalewithstrive.com/forms/gtm-talent-community/>



Useful Links:

- Link to the recordings of the Session – [Part 1](#) and [Part 2](#).
- If you would like to refer someone to the Community, [please use this form!](#)
- To connect with John Hitchen, [click here](#).
- [Loom](#) (the outreach video tool used by Strive).



Ambassador Program:

- Watch this space for the launch of our Ambassador Program!
- More information to follow w/c 6th November in the Slack Workspace.
- KO Meeting to be held at the end of November.
- Looking for people who can support:
 - Posting (internally and externally)
 - Helping with events
 - Growing the community etc.

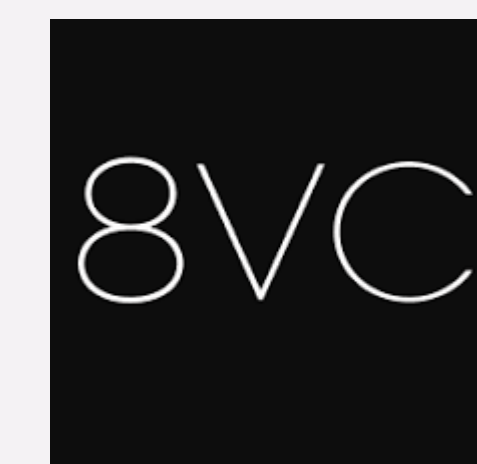
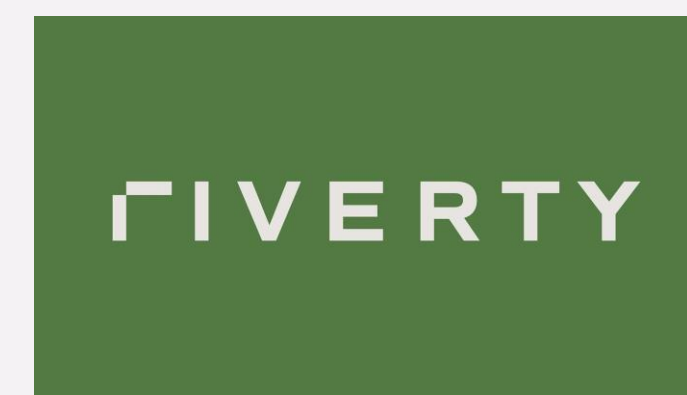


SECTION No: /01

Welcome to our
newest members

/01





Today's Agenda:

- Spotlight Session
- Breakout Rooms
- Strive: Best practices in Outreach



Spotlight on: Rachel Tessier

What do you get most from this Community?

- Covers all Field Operations at Confluent.
- Got into recruiting via Agency life initially, following a career in sales.
- Based in New Hampshire, USA.
- Enjoys the networking side of the Community and also liked the October Forum with the guest speakers – could see through the questions asked that we all have the same struggles / questions to ask!



Spotlight on: Marco Carega

How can you be most helpful to the rest of the Community?

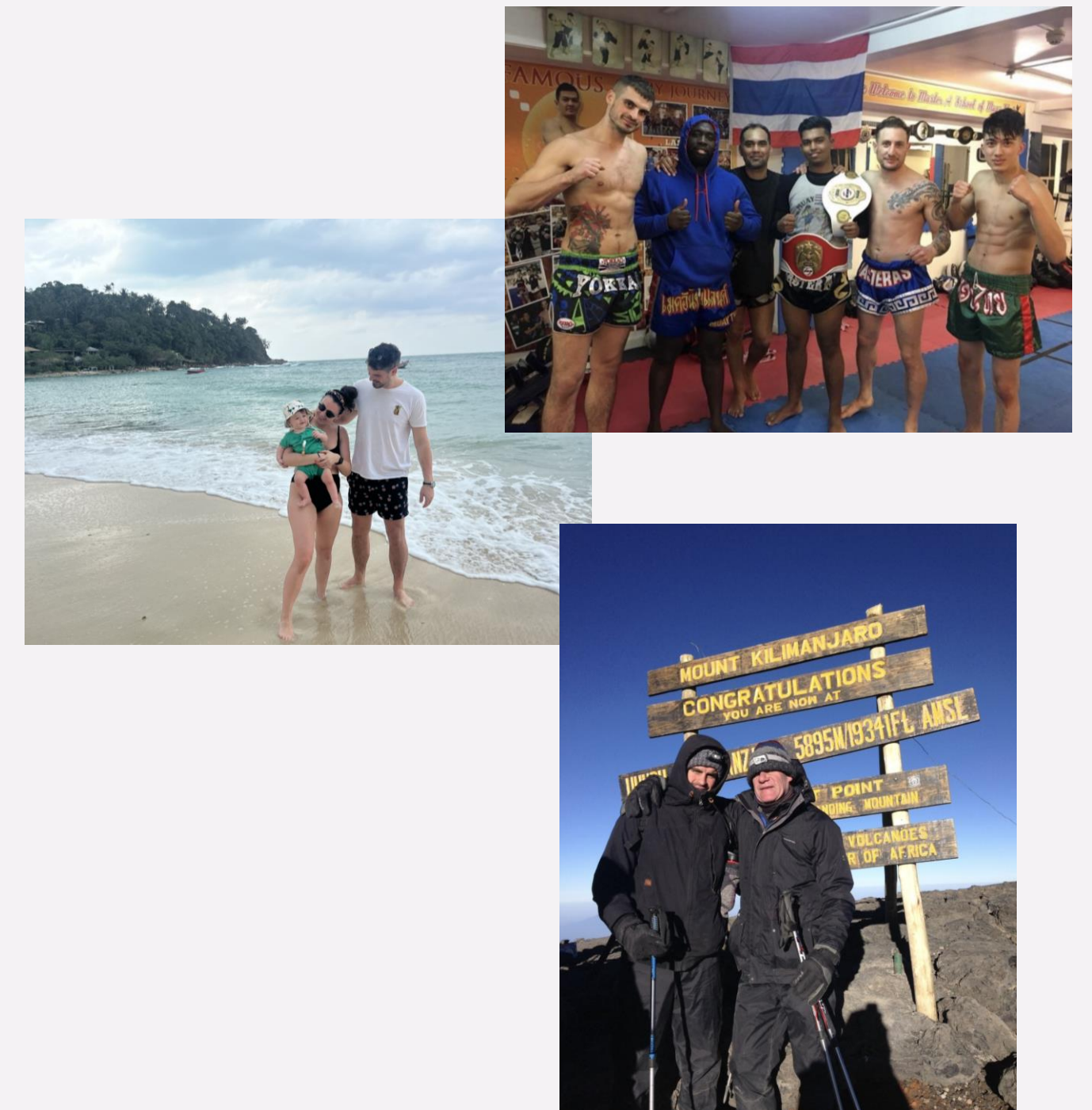
- GTM Recruiter at Kong.
- Moved into Recruitment 7 years ago, following a career in Consulting.
- Based in Rhode Island, USA.
- Don't be shy in the Community - joined not knowing anyone but got great value from it and hopefully is contributing a lot too. If everyone shares their knowledge, it's a great benefit to everyone to be able to lean on each other. Share tips, profiles, employment opportunities.



Spotlight on: Alex Harvey

What is the most valuable thing you've learnt from the group so far?

- Global Recruiter at Obsidian Security.
- Spent a lot of years working externally, for a recruitment agency.
- Based in Manchester, UK.
- Having so many knowledgeable people in the group – great to know there is a whole community who can support in answering questions he has / people to lean on for support.



Spotlight Sessions:

If you would like to volunteer for the Spotlight Sessions next month, please reach out to:

Eve Hudak

or

Helen Dwyer



SECTION No: /02

Breakout Rooms

/02



Breakout Room: Suggested Talking Points

- Different steps in your outreach - e.g. email, video, phone, Inmail
- How are you interacting globally in your outreach and what differences do you see across regions?
- Success stories / best practices / shortcuts / tips
- Tools you are using and would (or wouldn't!) recommend
- Tools to find contact details



SECTION No: /03

Strive: Best Practices in Outreach

/03



Strive: Best Practices in Outreach

- John Hitchen, MD USA of Strive walked us through some of the best practices that Strive use for their candidate outreach.
- With Strive being an external agency, John appreciated there were differences in approach, so shared the principals of their cadence, along with some lessons they have learnt when refining their approach.

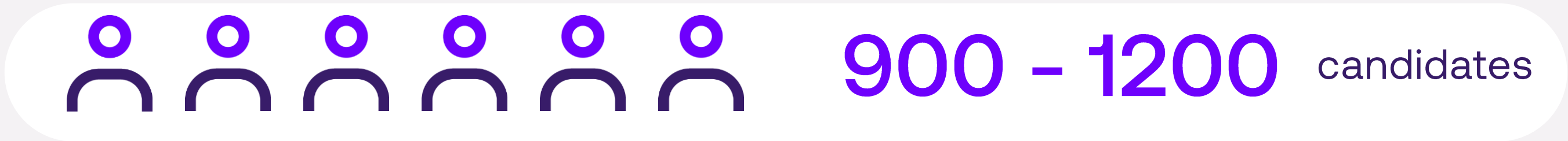


Search Summary

Account Executive

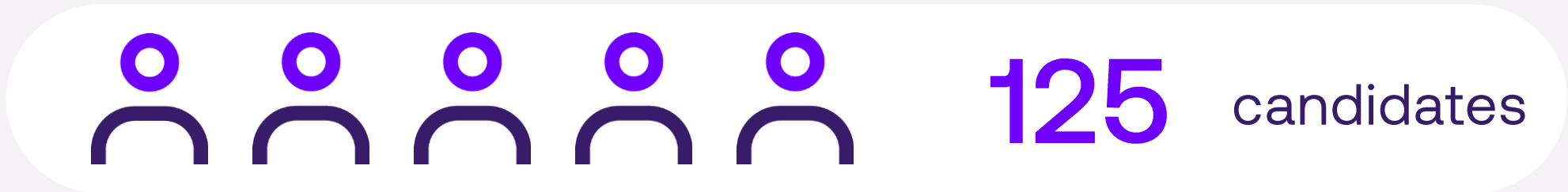
PROJECT BUILD

Identification of candidates via CRM, LinkedIn and Marketing budget



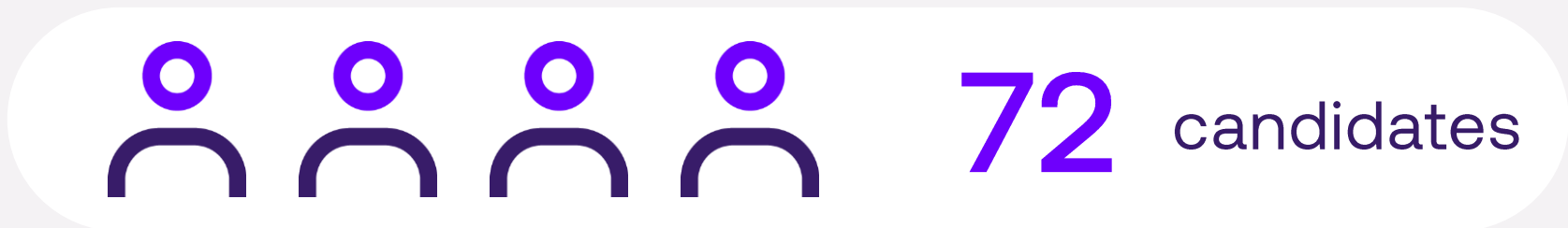
MARKET SIZE

Total number of Candidate profiles potentially relevant based on Job Brief



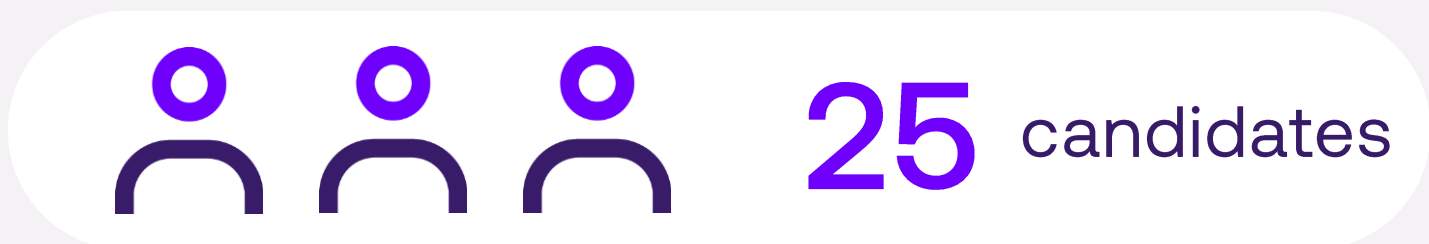
ENGAGED

Candidates spoken to on an initial pre-screening call



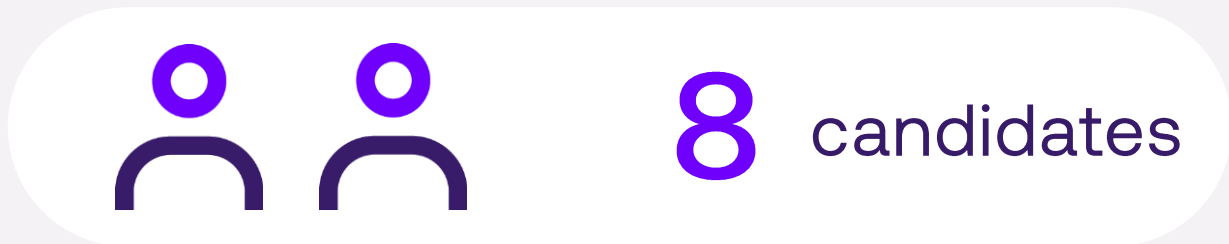
QUALIFIED

Candidates interviewed and fully qualified against Job Brief / requirements



SHORTLISTED

Profiles sent to Strive Director for review and final qualification



This is a typical Sales Funnel for Strive, for an AE position.



Candidate Buying Cycle:

1.

Unaware

2.

Aware

3.

Engaged

4.

Evaluating

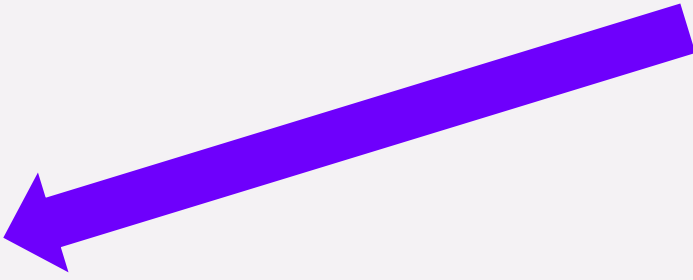
5.

Buying
Signals




Strive – Typical Cadence:

- Day 1: LinkedIn Connection / Inmail (20% personalised)
- Day 2: Phone call / VM
- Day 3: Text Message
- Day 4: Video – Inmail / private or personal email
- Day 5: Call AM/PM
- Day 6: LinkedIn voice note
- Day 7: Calls / Text
- Day 8: Call
- Day 9: The break-up email



Personalisation will help grab the attention of those hard-to-reach candidates – consider hyper-personalising your message to the top 20% of identified candidates

Ensure your cadence is omni-channel – feedback is that people are responding better to SMS / WhatsApp / LinkedIn voice notes.



After 9 days, Strive have found there is incredibly limited response and so stop their cadence. Understand your ROI in your cadence and therefore when to stop (A/B Test). Send a 'breakup' email at the end of your cadence, making it clear you will stop messaging but keeping the door open for future engagement.

It takes an average of 8 touch points to get hold of someone according to LinkedIn.



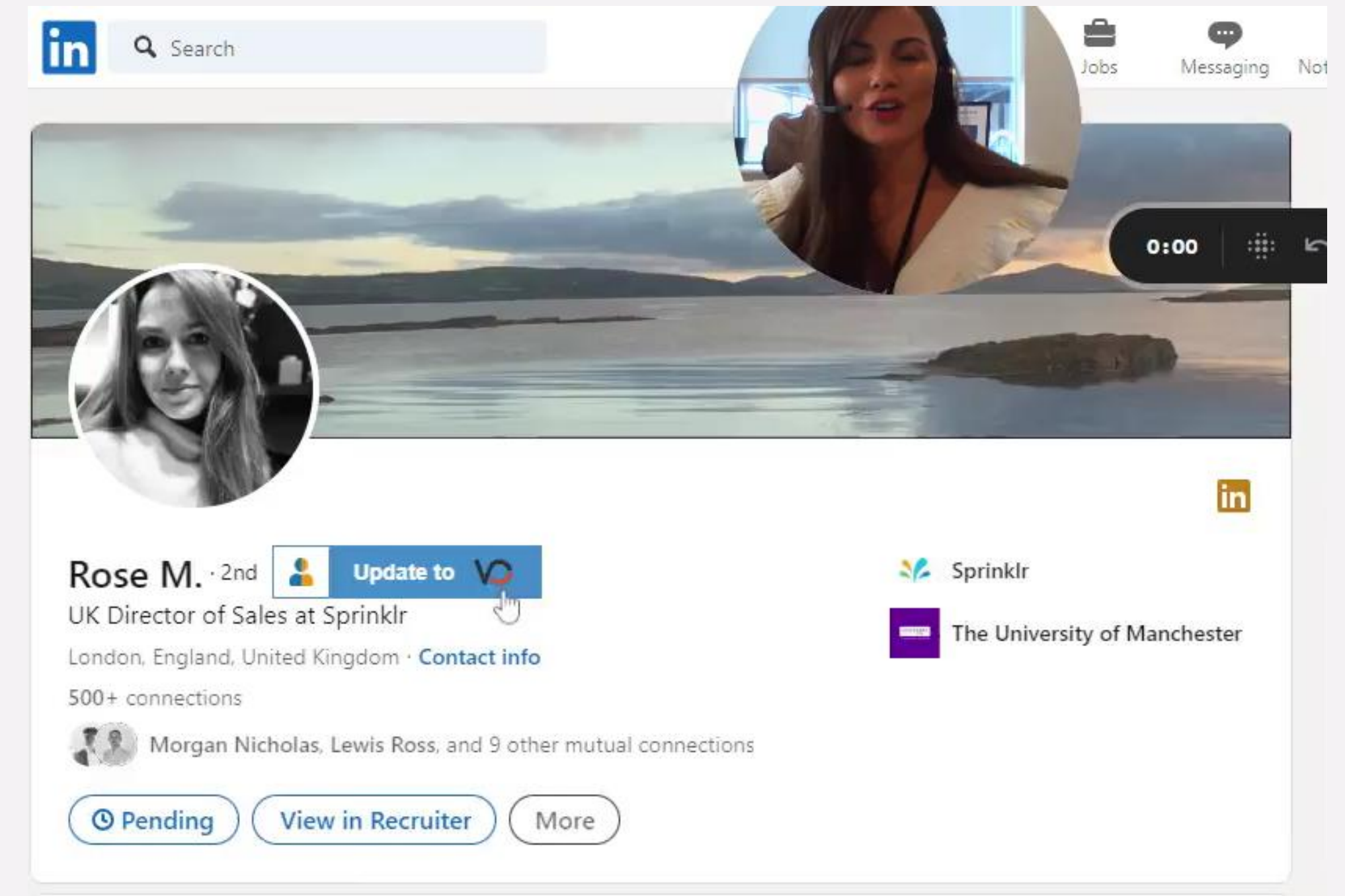
Example Outreach Video:

Tips for video outreach:

- Hyper-personalised.
- 60 – 90 seconds in length.
- Follow the AIDA format (Attention, Interest, Desire, Action).

Strive Feedback:

- Good for niche roles, where you may want to explain more of your Value Proposition.
- Of the videos that Strive send, 67% get watched. Of those that watch it, almost 75% respond back (in a positive way).

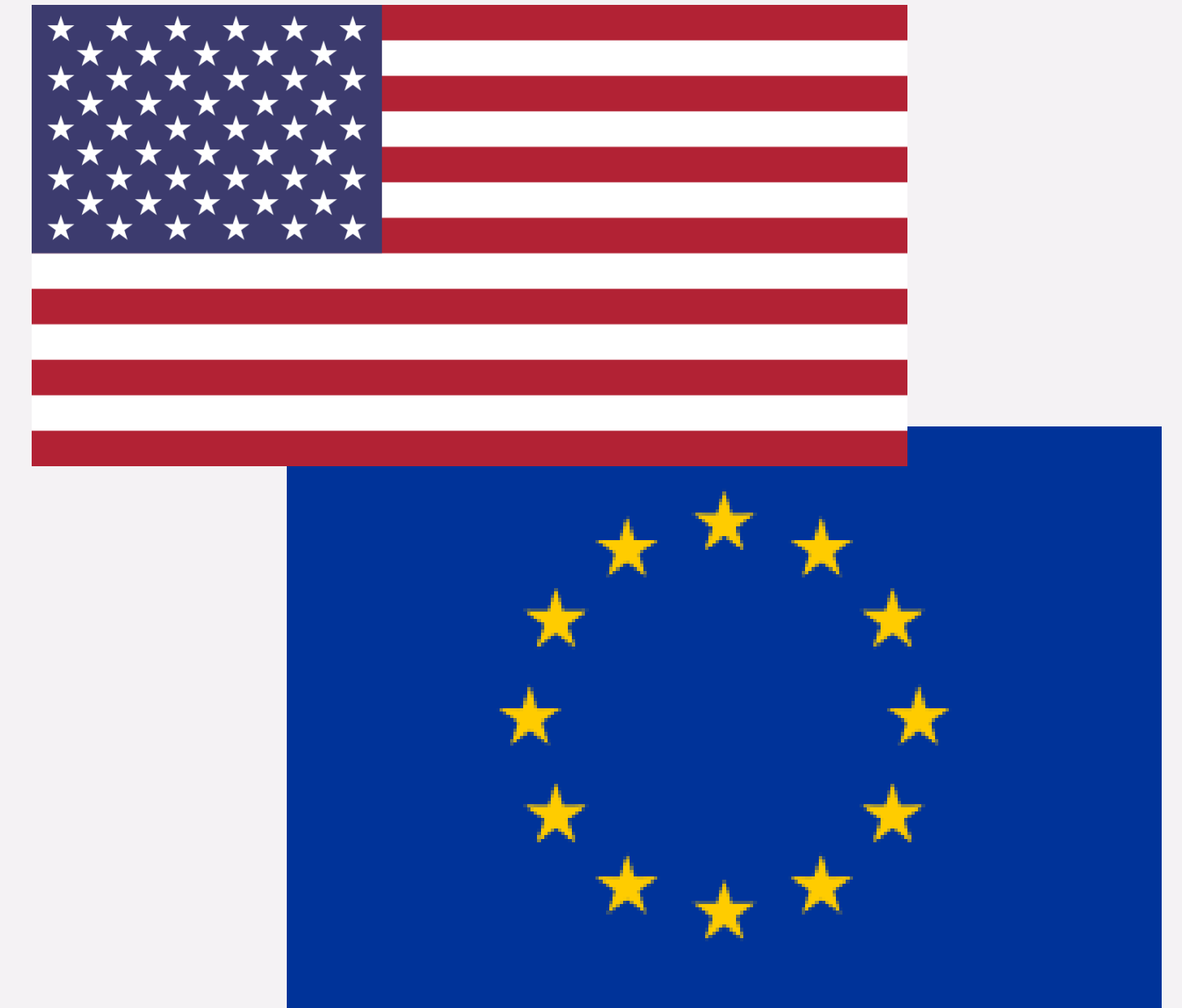


<https://www.loom.com/share/f68d51e66a8246ebb97c9457432adae3>



Difference in Regions / Roles:

- In the US, candidates like high-level overview information that is clear and concise. John presents this as 2 – 3 bullets each on the company, the leadership, the product and the role.
- He has also found there to be an ‘admiration of skillsets’ in the US. He has found he has earned the respect of some top A.Es through the thoroughness of his outreach – the personalisation and the cadence. Cadence and outreach is super important in the US.
- In countries such as Germany, Strive have found they are more formal, slower to respond, and it takes a longer cadence to get their interest. They also don’t like being approached in the working day!
- For Tech roles, Strive typically deliver messages in written format (email, slack, SMS) when compared to Sales roles. Typically, it takes longer for someone in a Tech role to respond to outreach than someone in a Sales role.



SECTION No: /04

Hot Jobs

/04



Live Talent Roles:

Algolia

- Senior Recruiter on a 6-month contract. US East Coast Time Zone
- <https://www.linkedin.com/jobs/view/3750040204/>

Microsoft

- Senior Executive Recruiter, GTM. USA Remote
- <https://www.linkedin.com/jobs/view/3744944493/>

RapidSOS

- Director of Talent Acquisition. New York, Hybrid
- <https://www.linkedin.com/jobs/view/3746272622/>



Live Talent Roles:

Verkada

- Senior Sales Recruiter. New York.
- <https://www.linkedin.com/jobs/view/3706137437/>

CloudFlare

- Sales Recruiter, 11 months fixed term. USA Remote
- <https://www.linkedin.com/jobs/view/3754990126/>

ScaleAI

- Recruiter G&A. Contract position in San Francisco
- <https://www.linkedin.com/jobs/view/3732618074/>



Live Talent Roles:

JFrog

- Senior GTM Recruiter. Hybrid in Sunnyvale, CA.
- <https://www.linkedin.com/jobs/view/3724805912/>

Zscaler

- Senior Recruiter, Americas GTM. San Jose, CA
- <https://www.linkedin.com/jobs/view/3741593280/>



Live Talent Roles:

To keep up to date with jobs being shared in real time, remember to join the Slack channel on our workspace.

[gtm-talent-acquisition-jobs](#)





GTM TALENT COMMUNITY

Next Forum:
December 7th, 2023

