

+ Build Your Talent Acquisition Strategy: FIND the Perfect Candidate

A Startup Selling LIVE Training



+ Why is this Important?





The Problem...



You need the help...



You have a killer job opportunity...



The talent is ready...



“Is there anybody out there?”



The Opportunity...



Qualified...





Credible...





Reliable...





So that you can choose from the best..



3 HOT PRINCIPLES





1. Leverage your “Peeps”





Your Team





Your Customers





Your Peers



Your Market

Find one with an established and successful sales team and reach out to one of their junior reps. Say:

“Hey John, this is Steli from Close.io. I really admire what your company is doing and I’m hoping you could help me out. You’re part of an incredible sales team and we’re trying to hire amazing sales talent like you for our inside sales CRM. Would you be willing to hop on a call with me this week and tell me what you were looking for when you joined a company?”



<http://blog.close.io/recruit-first-sales-rep-for-startup>



Your Network





[www.linkedin.com/psettings/
member-data](http://www.linkedin.com/psettings/member-data)

	A	B	C	D	E	F	
1	FirstName	LastName	EmailAddress	Company	Position	ConnectedOn	Ta
2	.â~.... Aykut	Karaalioglu	aykut@mobileaction	Mobile Action- Mob	Founder- CEO	2/28/17	
7	Ã~yvind	Christensen	oyvindc@gmail.com	Flow Insights	Founder / CEO	5/4/15	
10	Aaron	King	aaron.w.king@gmai	Snapdocs, Inc.	Founder/CEO	3/26/15	
13	Aaron	Opfell	aaron@searcherma	SearcherMagnet	Founder/CEO	5/16/13	
20	Abdulah	Walan	vilotwind@hotmail.	BackedBill	Founder & CEO	12/6/16	
36	Adam	Carmel	ascarmel84@gmail.	Ethos Lending LLC	Founder & CEO	8/18/14	
46	Adrien	Fraise	adrien@modernguil	Modern Guild	CEO & Founder	2/18/17	
54	Alan	Braverman	alanb@alanb.com	Textline	CEO	1/22/16	



Your Team...
Your Customers...
Your Peers...
Your Market...
Your Network...





DEBRIEF



2. Places



Get out of the building!



Create a Meetup

Explore

Messages

Notifications



Find a Meetup

85 Meetups in your groups · 6,101 Meetups nearby

All Meetups



within 50 miles of San Francisco, CA

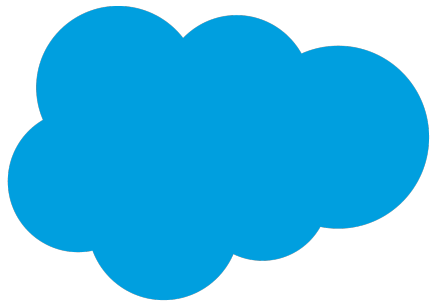
Groups

Calendar





SaaSr



dreamforce®



DIGITAL | **SALES**
WORLD

Stay in the building!



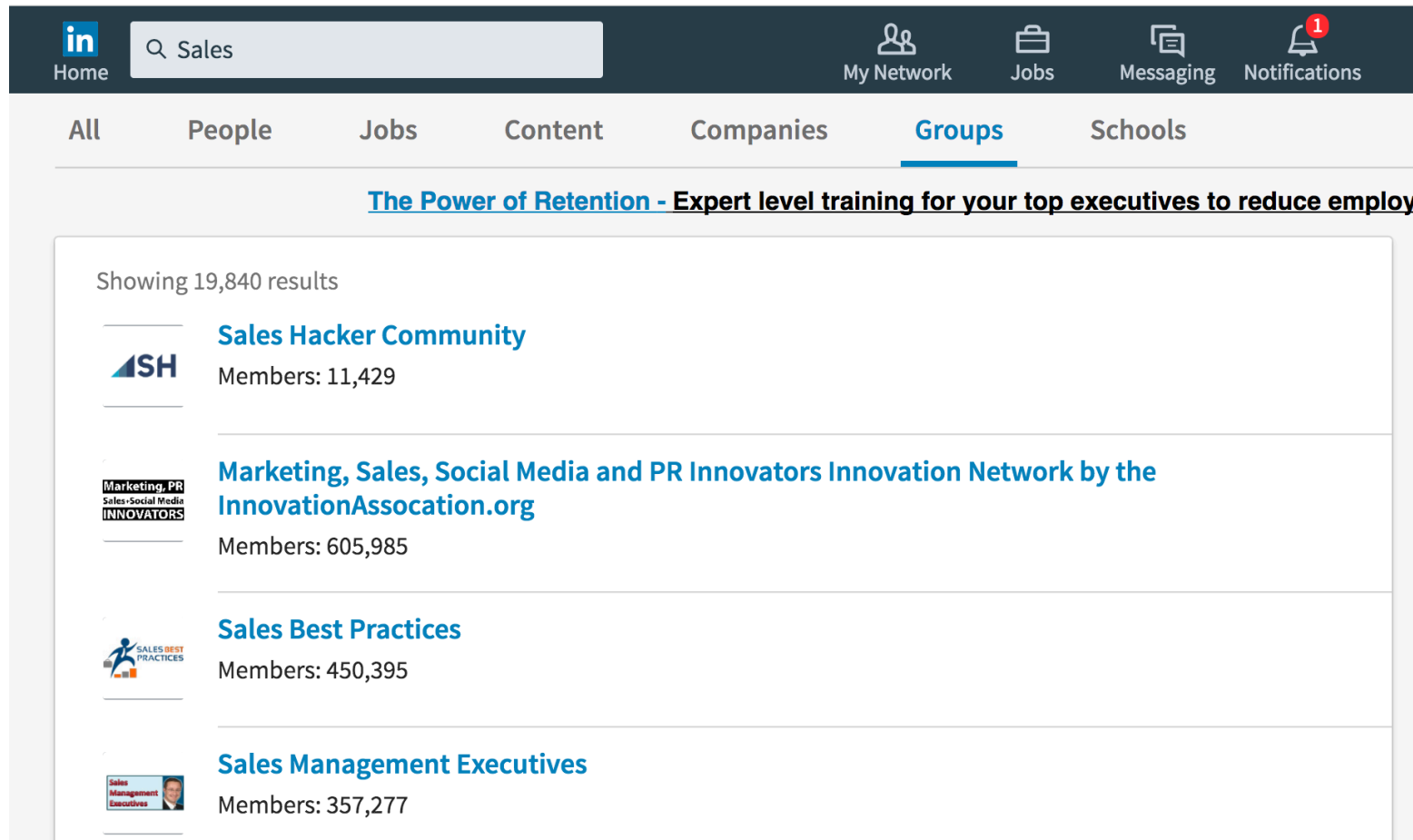
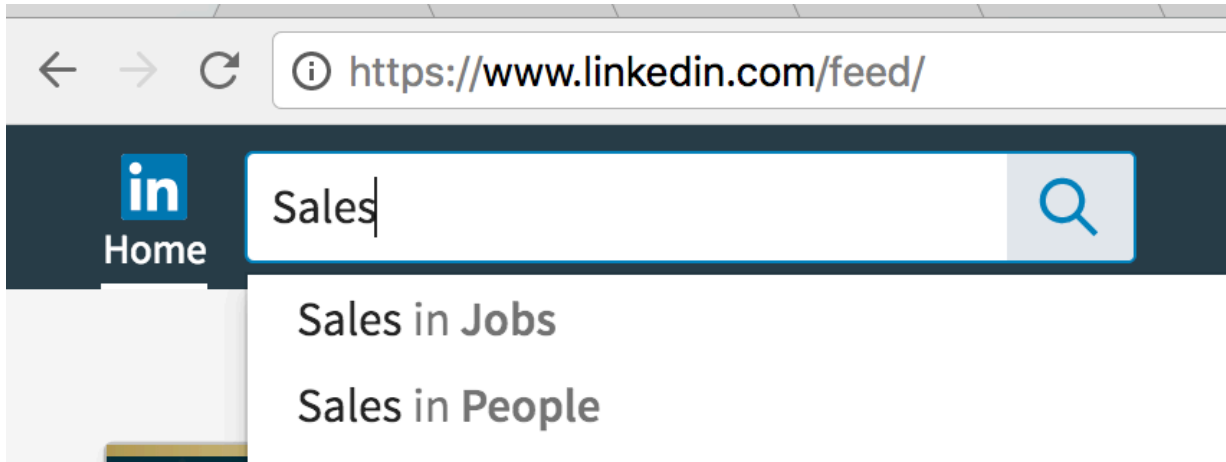
Sales Hacker Community

10,585 members



Sales Gravy Job Search & Sales Jobs Recruitment

3,616 members





Meetups...
Conferences...
Groups...



3. Make Hiring a Priority

PRIORITY



BUILD YOUR 10-HOUR SALES WEEK™



+
\$
✓

Schedule Weekly Hiring Work Sprints



Do it NOW!



3 actions. EVERY. DAY.





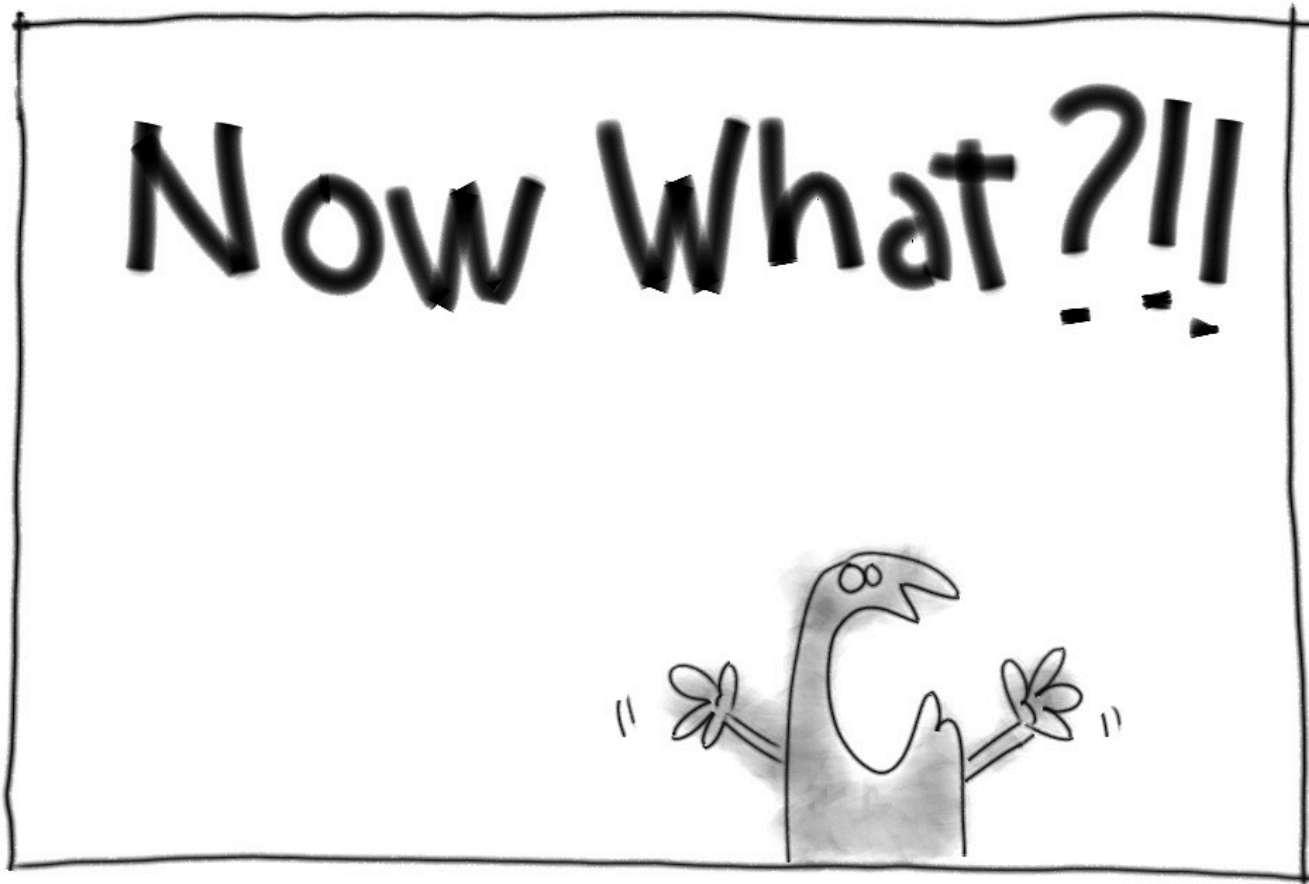
- 1) ...
- 2) ...
- 3) ...





DEBRIEF





+ What to do next...





FIND YOUR TALENT

1. People

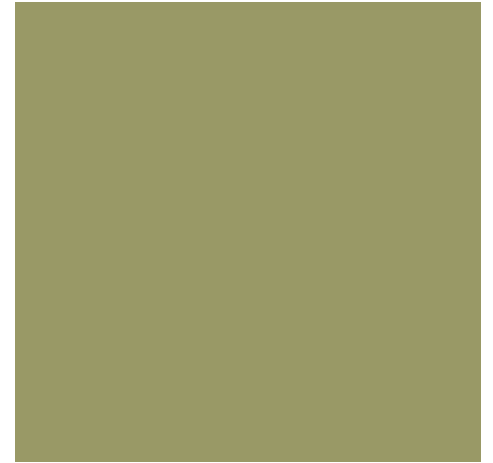
2. Places

3. Priority



WHAT DO YOU NEED?





+ Tools & Resources





The 19 Sales Groups You Should Join On LinkedIn

FEBRUARY 6, 2017 | SALES

[http://blog.usekast.com/
posts/sales-groups-
linkedin](http://blog.usekast.com/posts/sales-groups-linkedin)



BUILD YOUR 10-HOUR SALES WEEK™



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<http://salesqualia.com/wp-content/uploads/2018/01/10-Hour-Sales-Week-Worksheets.pdf>

2018 Technology Conferences

January Conferences

February Conferences

March Conferences

April Conferences

May Conferences

June Conferences

July Conferences

August Conferences

September Conferences

October Conferences

November Conferences

December Conferences

<https://blog.bizzabo.com/technology-events>