

Attracting, Acquiring and Retaining Top Talent



Hiring Top Talent





Liz Cain
Director, Worldwide
Business Development

Who are you looking for?

You have to know what you want
before you can get it



How will candidates find you?



...And what will they find?

What we have to offer:

Our Business Development Representative (BDR) Program prepares entry level candidates for an exciting and rewarding career at NetSuite. The 12–18 month program focuses on building product knowledge and developing sales skills through training and development. We are looking to hire our next superstar sales representative or account manager and continue to build a culture of promoting from within. During the program you will make immediate contributions to the organization by:

- Qualifying and producing quality leads for the Account Executives
- Interacting by phone and email with key personnel up to, and including, C-Level executives
- Analyzing prospect business needs, understanding processes, identifying projects, determining requirements and ascertaining potential solutions
- Acquiring and maintaining a working knowledge of the complete capabilities of NetSuite's solution from multiple perspectives—support, professional services, client management and sales
- Working on ad hoc projects for various departments within the organization

If successful in the BDR role, it is expected that you will be promoted into the NetSuite sales organization with a potential 50-100% increase in income.

Why this is a (really) great opportunity:

There are too many reasons to list, so let's start with a few:

1. We have awesome leadership who truly cares about your success and who you can trust to guide you through your career.
2. We have a vision that we are passionate about: to provide a web-based business management solution with all the power of traditional applications at a fraction of the cost. We trail blaze in everything we do, we "take the hill," and we are committed to both our customers and our employees.
3. You will get training and autonomy: NetSuite provides a unique, hands-on learning opportunity that will help give you a competitive edge early in your career.
4. We are fun (no seriously, we are.): NetSuite is built on a culture of teamwork and innovation. Team work + innovation + awesome people = fun.



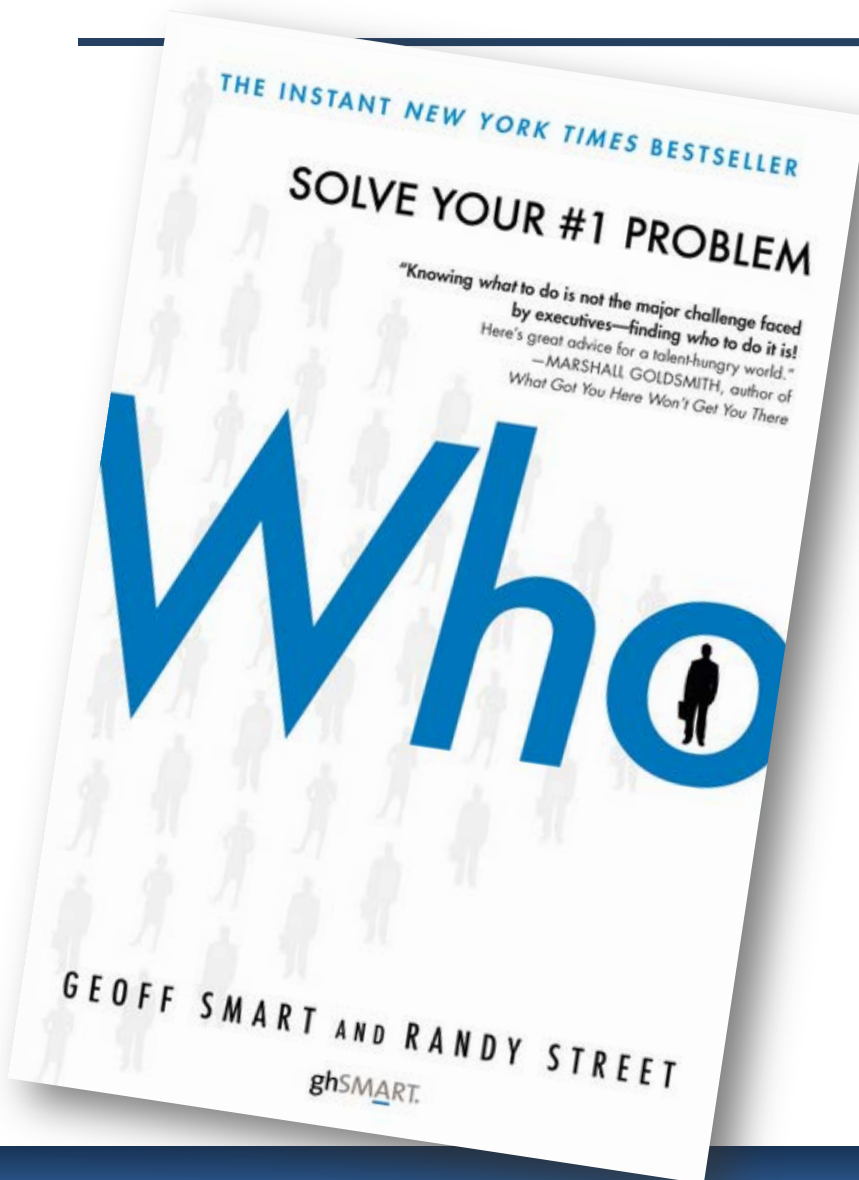
Screen. Screen. Screen.



Make every interaction count



Read the book *Who*



“The average hiring mistake costs a company \$1.5 million or more a year and countless wasted hours. This statistic becomes even more startling when you consider that the typical hiring success rate of managers is only 50 percent.”



Devon McDonald

Director, Sales & Marketing

In 2009...

The best sales candidates needed to sell *you* on why they should be hired for your sales team.

HIRING MANAGER



ROCKSTAR SALES REPS



In 2014...

5 years later, you now need to sell your
job/company to the best sales candidates.

ROCKSTAR SALES REP

HIRING MANAGERS



Inside Sales is Hiring Like CRAZY



Boston.com "Boston's Fastest Growing Tech Companies" 8/2/13

And let's be serious...

Your hiring competitors are pretty damn cool





So why your **company?**

...your **team?**

...your **role?**





1. Sell the hiring process/timeline.

2. Sell the strategic direction of the company.



3. Sell the investor's point of view.
Why did they invest in your company?

4. Sell the market opportunity and value proposition.

5. Sell your sales training program and the mentorship of Sales Management.

(particularly for millennials!)



6. Sell the culture and any unique benefits.

7. Sell your management style.



8. Sell quota attainability and ramp time.

9. Sell the growth potential for the role.
(...and give an example)

10. ***The Close:*** The VP of Sales should deliver the offer.

Make the candidate feel important and valued!



Natasha Sekkat
Global Director
Inside Sales Centers of
Excellence

Why Do We Care?

Happy, tenured employees = happy customers spending \$
= MORE happy, tenured employees

Cost to Value of an Employee



Source: <http://www.linkedin.com/today/post/article/20130816200159-131079-employee-retention-now-a-big-issue-why-the-tide-has-turned>

OLD SCHOOL

“4 P’s”

Pay



Promotion



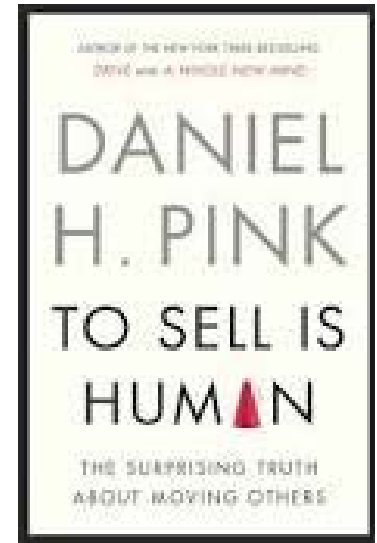
Praise





Purpose:

“I want to contribute to something important.”



Mastery:

“I want to be really good at something.”

Autonomy:

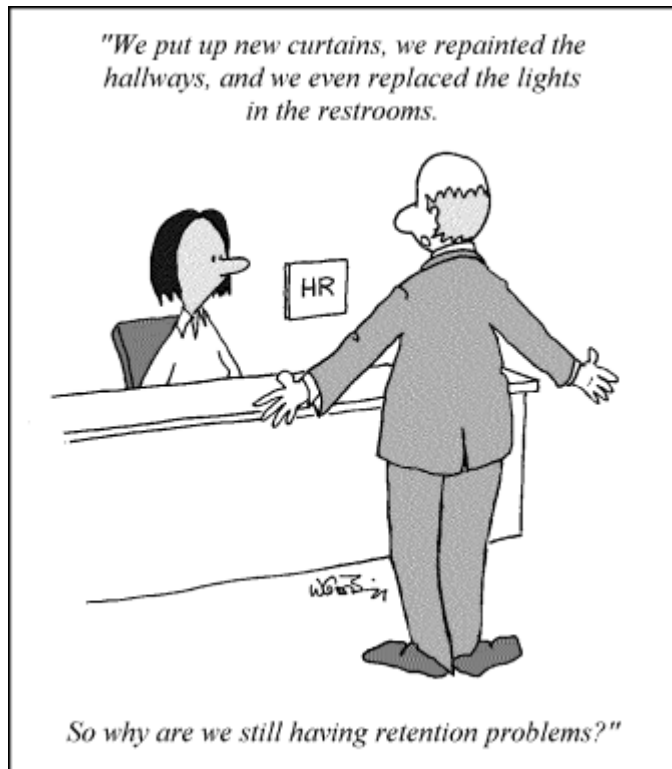
“I want to be in control, not controlled.”

Where to Focus?

- Tighten hiring – offers where strong “fit”
- Define career path with clear, incremental steps
- Invest in training and development
 - Especially of Managers
- Fund performance-based compensation reviews
- Execute consistent rewards/recognition
- Build a FUN employee community
- “Re-Recruit” your people



So... What Now?



- It's not JUST about "Old School" retention tactics
... but they still play a role...
- Consider the impact of the changing workforce / Millennials
- Start incorporating "New School" retention tactics

Thank You!

