

Case Study

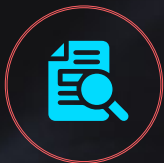
Expanding a MarTech SaaS Startup's DACH SDR Team

Client: MarTech SaaS Startup

Industry: Marketing Technology (MarTech)

Company Size: 11-50

Location: Germany



Overview

Our client, a growing MarTech startup, sought to expand their sales presence in the DACH region by hiring two German and English-speaking SDRs to drive their outbound efforts and help accelerate market penetration.



The Challenge

The primary challenge was finding native German-speaking SDRs with solid sales experience who could represent the company's advanced marketing platform. Due to the competitive market for tech sales talent in the DACH region, sourcing candidates with fluent German and English language skills and sales acumen posed a challenge. This client also needed to fill these roles quickly without the high costs typically associated with traditional recruitment.



The Approach

Glee Talent developed a customised strategy focused on sourcing passive and active sales talent from within the SaaS space, targeting candidates who were already excelling in sales roles:

- 01 Targeting Passive Candidates:** We Targeted Passive Talent Search: We concentrated on identifying experienced SDRs within the MarTech sector, focusing on native German speakers with proven success in B2B SaaS sales development.
- 02 Expanded Search Scope:** While the role was based in a specific German region, we broadened our search to include candidates from neighbouring areas, increasing the talent pool without geographical limitations.
- 03 Strategic Employer Branding:** We emphasised to prospective candidates our client's innovative, disruptive MarTech solutions, highlighting our client's rapid growth and remote work flexibility, which attracted top-tier talent eager to join a fast-scaling startup.

The Solution

To ensure our client had access to high-quality candidates, we implemented a multi-stage screening process:



Phone/Video Assessments:

Candidates underwent initial evaluations to test their sales capabilities, language proficiency, and knowledge of the MarTech SaaS sector.



Skills-Based Assessments:

Candidates completed tailored writing assignments and sales case studies to demonstrate their ability to sell in German and English.

Additionally, Glee Talent consulted with our client on competitive compensation packages to ensure their offers were aligned with market benchmarks, reducing the risk of losing top talent.

Results

50

Candidates
Sourced

2 SDRs

Candidates
Placed

4 weeks

Time to
Hire

£3,500

Cost
Savings

Through Glee Talent's focused talent acquisition and recruitment efforts, our client successfully expanded their sales team in the DACH region, positioning them for accelerated growth in this key market. The strategic, cost-effective approach allowed our client to secure top-quality talent while minimising recruitment costs and ensuring a quick turnaround.