



“We are very happy with the process and results of Martyn Bassett Associates. This hire continues to be one of our strongest leaders, leading his team to 260% in their first year.”

-- Dan Bloch, VP of Global Cloud Solution Sales

7

DAYS UNTIL  
FIRST ROUND  
OF CANDIDATES

8

CANDIDATES  
PRESENTED

6

CANDIDATES  
INTERVIEWED

41

BUSINESS  
DAYS TO  
COMPLETE  
THE SEARCH

## THE SEARCH

Calix, publicly-traded B2B SaaS vendor whose solutions enable innovative Communication Service Providers (CSPs), was in the process of transforming its sales org. We were engaged to find a **US-based Regional Vice President Sales**. The focus of this hire was to lead the growth of a territory, build a team of high-performance enterprise sales reps, and lead them to exceed annual targets that ranged between \$1.2 to \$1.5M per AE.

## THE HIRE

This central US-based candidate had over 20 years of employment experience, all of which had been in enterprise software sales. They also had 7 years of management experience, managing Account Executives selling software to large enterprise accounts.

They were comfortable selling to the C-suite of a large enterprise account; numbers focused, data-driven, metrics obsessed and able to articulate and break down stats, quota attainment and communicate successes in quantifiable ways. A user and teacher of Spin Selling and Challenger Sales methodologies.