



"Recruiting for fit and aptitude has always been critical for the success of any high performance team, and I found the team at Martyn Bassett Associates took the time to understand our culture and our skills gap before executing a focused search for relevant candidates. They were conscious of our time, professional and performant. Recruiting well is critical, and MBA was the right partner for us."

-- Frank Volckmar, Managing Director

7

DAYS UNTIL  
FIRST ROUND  
OF CANDIDATES

11

CANDIDATES  
PRESENTED

6

CANDIDATES  
INTERVIEWED

34

BUSINESS  
DAYS TO  
COMPLETE  
THE SEARCH

## THE SEARCH

TCG Process, an intelligent automation and process management software provider, was looking for its first Canadian sales hire to build out the Canadian insurance vertical. This required them to find a **Senior Software Sales Executive** experienced in closing complex deals, driving net new business, and selling into the insurance vertical.

## THE HIRE

This hire has over 20+ years of sales experience and was a Canadian Sales Director for an American tech company. As the country's first and only sales hire, he owned the GTM strategy and built the book of business to \$19M selling into banks and insurance providers.

With an average deal size of \$1M on 4-12 months sales cycles, he attained 180% of his \$3M quota. In addition to being a hunter, he recruited and trained a BDR and Solutions consultant, who reported into him.

Within 3 months of joining TCG Process, he was promoted to CRO.