Marcus Bell

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Ms. Chen
Palisade Payments
Denver, CO

Re: Recruiter, Go-to-Market

Dear Ms. Chen,

Your posting says Palisade plans to hire about 45 account executives, SDRs and customer success managers over the next twelve months, with one recruiter owning most of those reqs. I closed 61 hires last year on a desk that looks a lot like that one, and I would like to do it for a team that is building its sales org now.

At Summit Ridge Software I carry 18 to 24 open reqs across sales, finance and customer success in Greenhouse. The biggest change I made was on account executive roles, where time to fill had drifted to 52 days because feedback sat for a week after each interview. I agreed a 48-hour feedback rule with our sales leaders and built scorecards for every stage, and median time to fill came down to 38 days. My offer acceptance rate is 91%, mostly because I settle compensation range, start date and competing offers at the first screen.

About 40% of my hires come from my own sourcing in LinkedIn Recruiter and Gem, which let us end two agency contracts worth $180,000 a year. Before moving in-house I spent three years at Robert Half placing accounting contractors, which taught me to move quickly and to close.

If it would help, I can walk you through how I would set up intake and scorecards for your first five AE reqs.

Best regards,

Marcus Bell