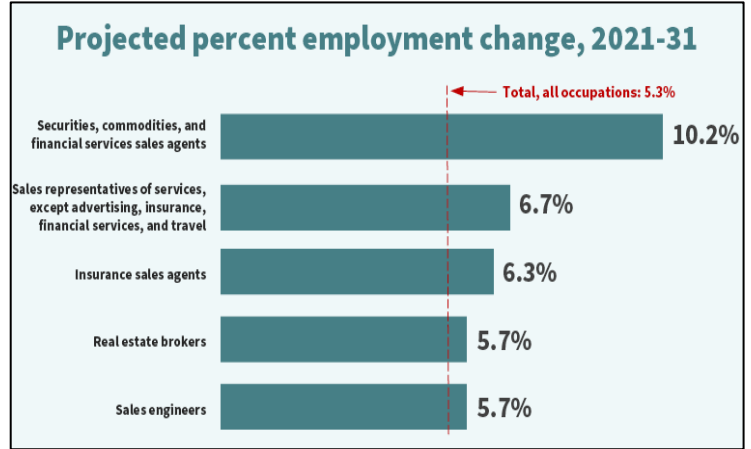


How growth stage companies are looking for the right sales roles and hires in this economy

Despite news about budget cuts and layoffs, companies are continuing to invest in sales resources to fuel growth and market opportunities. We interviewed [Jeff Sears](#), Co-founder of [TalentReach](#), a top recruiting firm to share his insights on what types of sales roles are in demand and how to land them.



Source: Bureau of Labor Statistics (BLS)

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Jeff, what are some of the key sales roles that your clients are looking for in 2024 and beyond?

We see constant demand for Enterprise Account Executives and Sales Leadership with experience scaling early-stage firms. To be more specific, in today's market, any sales professionals with SaaS + AI experience should start to see more opportunities as the year progresses.

What were some challenges that you saw both with your company and your customers recently?

The economy has continued to be a roller coaster, with conflicting reports and predictions. The biggest challenge that our customers (and ourselves!) have faced has been ongoing uncertainty about future hiring, while also being able to deliver growth and results right now.

We've found that contract hiring gives our clients the flexibility to scale and be able to meet changing workflow needs.

Which industry sectors are you seeing more hiring activity for sales and marketing roles?

Tech continues to be a huge driver, especially in this region. Demand for skills in Artificial Intelligence (AI) is only growing. But healthcare is really ramping up, and we think will be a hiring force. Other sectors include cybersecurity and finance.

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What are some key tips for those who are looking for new sales and marketing roles in this market?

We tell our clients that you must be able to tell your own story and tell it well. Why should they hire you? What are you bringing to the table? Tell us about your specific wins and give examples of the drive and enthusiasm you will bring them.

An exact match of experience or skills is less important than the ability to articulate why you're the one who brings something special. If you can win over hiring managers, you'll be able to win over their customers and be a success in that role.

How can sales & marketing orgs better leverage firms like TalentReach to help fast track and find the right candidates?

Trying to source the right people in this market is incredibly challenging and is also very time consuming. Any time spent on hiring takes our clients away from their primary focus, which is growing their own business.

A bad hiring decision is even more costly to unwind. The talent on your team is the backbone of your business - to stay ahead of your competition, you need the expertise of firms like TalentReach.

Thanks Jeff for your insights! Check out their Website at <https://talentreachnw.com/> You can reach TalentReach at info@talentreachnw.com and check out Altus Alliance at <https://altusalliance.com/>