

HELPING TURTLES COME OUT OF THEIR SHELL



PIE



TURTL'S CHALLENGE IN A NUTSHELL

Turtl, a successful and fast-growing content automation platform, spotted a big chance to land and expand within their own customer base. Their product had such a wide breadth of use cases that upselling and cross-selling more made sound sense. The challenge was the scale of the opportunity and the potential growth envisaged went way beyond what their existing Customer Success Teams could manage.

The Leadership team at Turtl decided a new function of senior, named account enterprise sales professionals would be created to meet this challenge. PIE was brought on board to understand, identify and secure the right people with the right background to make a success of this brand new role. A role which didn't have any previous benchmark – but with success would need an ongoing pipeline of talented new hires.



TURNING TURTL INTO A TEMPTING OPTION

There's one thing that our 12 years hiring for enterprise sales roles has taught us at PIE... it's tough! But we've got a long track record of success. Not only do we know how to do it, we know who can do it. We kicked off with a framework targeting people with prior experience of selling into CMOs and closing high value SaaS deals.

It was unlikely we'd find people in the young Martech sector with the seniority and skills to grow an enterprise level account portfolio. So, we targeted more mature organisations where heavyweight big deal hunters are often found. But we also wanted people who know what it takes to be successful in a smaller, scaling business. Of course, getting successful salespeople with strong pipelines and large commissions to take a leap into the unknown was a difficult ask. So, timing and patience was vital on all sides.

Our industry knowledge meant we knew the right companies at the right stage of growth where this talent might lie. And by using research, market mapping and high-quality outreach, we've been able to build and nurture a pipeline of quality candidates for Turtl.



TURTL GROWS WITH THE RIGHT INGREDIENTS

PIE has successfully worked with the founder/leadership team in securing all four Strategic Account Directors for Turtl on time and on budget, including the highest performer in the company history.

Our highly targeted recruitment campaign has been successful thanks to our unrivalled knowledge of the market and experience in fulfilling challenging briefs.

Our productive relationship with the leadership team has led to PIE supporting Turtl's expansion across multiple teams, including SDRs and Customer Success.

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FANCY A CHAT?

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