



REVISED 2020

# How Betts Connect Helped Grammarly Reduce Time To Hire By 65%



## THE CHALLENGE:

# Lots of sourcing that wasn't leading to new hires

Grammarly, a SaaS company that provides an AI-powered digital writing assistant, was looking to hire the first Business Development Representatives (BDRs) and Enterprise Account Executives (EAEs) in North America to scale their team. Mia Carrasco, Business Recruiter at Grammarly, was tasked with sourcing candidates for these key roles. Unfortunately, she was using inefficient tools that were slowing down the hiring process, and one of these tools yielded weak response rates ranging from just 9% to 31%.

Mia saw candidate quality as the main issue behind this lack of engagement.

**“Many of the responses I had were very exploratory and ended in a polite ‘thanks but no thanks,’”**

Mia stated. *“These people were testing the waters but weren't really serious. And those candidates who were actually engaged didn't really fit the profile we were looking for. I was sourcing and going through applications, and the talent I was finding just wasn't aligning with our needs.”*

## KEY TAKEAWAYS

*“Betts Connect really helped solve multiple challenges we were facing. We got results much more quickly than we had before. I think any recruiter would find success using this platform to hire sales reps at a company like ours.”*

## MIA CARRASCO

BUSINESS RECRUITER, GRAMMARLY

## BETTS CONNECT

### HELPED GRAMMARLY:

- Reduce time to hire by 65% for EAE and BDR roles
- Achieve a 100% response rate from EAE candidates
- Save 30 minutes per candidate interviewed by accessing a network of vetted sales professionals
- Move over 50% of candidates from screening to the interview stage

## SOLUTION:

# Betts Connect provides network of 10,000 vetted candidates

Through one of their VC backers, Grammarly was introduced to Betts Connect, a hiring platform providing full-access to the Betts network of over 10,000 vetted, revenue-generating professionals. After set-up, Mia quickly found that, because Betts thoroughly evaluates the network to make sure every job-seeker in the platform is qualified and responsive, she could source higher-quality candidates. ***“The platform exclusively presented candidates who were engaged, looking for a new role, and ready to act,”*** Mia recalled.

To ensure candidates were aligned with the needs of her team, Mia leveraged search filters in Betts Connect, such as:

- Target salary
- Location preferences
- Typical quota/sales cycle/deal size
- Verticals/industries/titles sold to

The filter functionality came in handy for Grammarly’s open Enterprise EAE roles, as it can be tough to find someone with the skills and qualifications required to succeed in such a demanding role. ***“We needed people who had carried a quota over \$1 million annually, had average deal sizes that were six figures or more, and had experience selling to the executives at their prospect companies,”*** Mia says. ***“It was extremely beneficial that Betts Connect allowed us to quickly surface that info with just a few clicks.”***

Mia found that, compared to the other agencies and headhunters she's worked with, ***"Betts was the most seamless. I love the way a recruiter can just dive into Betts Connect. It's easy, and you know you're sourcing active, interested, and engaged candidates because of how the platform is designed."***

## RESULTS:

# Better candidates, less screening, and faster hiring

After dealing with low response rates when using other recruiting tools, Mia was thrilled to receive a response from every EAE candidate she sourced through Betts Connect. And as a testament to the quality of the professionals in the platform, over 50% of the people she sourced made it past screening and moved on to the interview stage. She filled her BDR role first, and then quickly hired two EAEs.

***"After we hired the BDR, I felt excited,"***

she says. ***"But I told myself the real test would be whether we could hire an EAE on this platform, because that's a really tough role to fill. Then we hired two of them."*** Not only was she able to successfully hire the BDRs and EAEs her team needed, she did so with a 100% offer acceptance rate—of everyone she sourced through Betts Connect that made it to the offer stage, not a single one turned down their offer.

With a reliable stream of high-quality job-seekers through the Betts Connect platform, Mia was also able to screen at a faster rate: ***“Because the pool of candidates was so qualified, I saved hours and hours that I would have otherwise spent trying to find people who are actively looking for a new role.”***

This efficiency in screening ended up accelerating the entire hiring process. Of the two EAEs she sourced through Betts Connect, one was hired 15 days after initial outreach, the other 16 days after. Mia says that, at other companies where she’s worked, filling such a specialized role could take as long as three months and rarely less than three weeks.

Mia’s success with Betts Connect didn’t just come from the quality of candidates—another factor was Mia being smart enough to know how important it was for her to be proactive in the platform. ***“If a candidate is on Betts Connect to begin with, you know they’re looking for a new role and talking to other companies. They’re talented professionals who are actively engaged in a search. I knew we needed to execute as quickly as possible.”***

She also cites the support that the Betts team provided. ***“It was great to have a dedicated CSM,”*** she stated. ***“This person was a great resource to make sure we were acting quickly and getting back to the candidates who were in the review stage. She really held me accountable.”***

## ABOUT GRAMMARLY

*Grammarly’s digital writing assistant helps more than 20 million people write more clearly and effectively every day. In building a product that scales across multiple platforms and devices, Grammarly works to empower users whenever and wherever they communicate.*

*Across offices in San Francisco, New York, Kyiv, and Vancouver, Grammarly’s values-driven team is growing—to support its expanding user base and to continue developing its writing assistant into a truly comprehensive communication partner. With integrity and innovation, Grammarly strives to help all the world’s two billion English speakers be understood. For more information, visit [grammarly.com/about](https://grammarly.com/about).*