



 **tray.io**

**QUICKLY PLACING HIGH
QUALITY PROFESSIONALS
FOR TRAY.IO MADE BETTS
THE OBVIOUS CHOICE**

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- David Hershenson, Director of Sales Development, Tray.io

David Hershenson's success with Betts Recruiting

David Hershenson is the Director of Sales Development and Productivity for **Tray.io**, a platform that allows companies to simply integrate their tech stacks to increase efficiency. David has spent most of his career helping rapidly growing companies scale quickly. From his experiences, David knew it was imperative to source the right talent. With more than 15 years of experience hiring SDRs, David knew exactly what his ideal hire looked like. “Building and leading teams in fast growth companies means I need to use all my resources efficiently. Building our sales team was a priority, but the daunting task of sourcing candidates was not the best use of my time.”

The Challenge: Tray.io needed to top-notch sales professionals quickly

The market for sales professionals in the tech industry is competitive. David didn't want to waste time talking to amazing people who fit his profile only to lose them to competitors. He knows that talented sales professionals actively look for positions that offer professional development opportunities and a clear career path. So when he started working with Betts Recruiting, David made sure he and Betts emphasized Tray.io's commitment to both of those things during the entire recruiting process.

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During our first round of hiring, we were looking for college grads and professionals with two years of experience. Betts did a great job of sourcing both profiles. Once I started talking to the candidates, I knew Betts and I were completely aligned.



David Hershenson
Dir. of Sales Development
tray.io

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The Solution:

David made hiring quickly a priority. Once Betts sent him candidates, he provided feedback within hours. If the phone screen went well, David and Betts would work together to schedule onsite interviews. To keep the process short and efficient, David would work with Betts to quickly extend offers to selected professionals after the onsite interview. This approach worked well for David's first round of hires through Betts. But after working together, David and Betts knew the process could be streamlined.

Based on a suggestion from the Betts team, David decided to hold an onsite hiring event when it was time for the second round of hires. The hiring event was a huge success. It simplified the hiring process and allowed Tray.io to extend offers even more quickly. When hiring for the second class, David told Betts that building a diverse team was a priority. "We know that diverse teams are more effective. But to be honest, there's not much diversity among the sales talent in the tech industry in the Bay Area. Despite the enormity of the challenge, Betts rose to the occasion and sent me a diverse set of candidates who matched our profile."

The Results: 800% growth in SDR team size

With the help of Betts, the Tray.io SDR team grew by 800% in a year – from 2 reps to 18. Over 80% of their second class of hires were women, significantly increasing the diversity of their team – a major priority for Tray.io. The success of the hires has been beyond impressive:

- 2 have been promoted to a Team Lead role
- 2 have been promoted to Account Executives
- 1 has been promoted to SDR Manager

"There's no way I would have been able to scale my team over the last year without Betts," says David. "From sourcing, to just getting people in front of me, it wouldn't have happened. Betts did a fantastic job of using the profile I created to quickly source talent matching Tray.io's specific needs. Betts understood that Tray.io needed to scale their team quickly. But even more than that, we wanted to increase diversity and identify sales professionals who wanted professional development opportunities and a clear career path. Through building a genuine relationship with the team at Betts, they made it happen."