

Recruiting a Sales Director for fast-growing AI company

ABOUT BLINDSPOT AI:

Blindspot AI help have tailored artificial intelligence solutions engineered software products standing on AI, machine learning, cybersecurity, and optimisation principles.

COMPANY SIZE:

51-200 employees

INDUSTRY:

Software Development

SBR SERVICES:

Recruitment, sales competency assessments

Leading to an activity boost & strong Czech international presence.

What did Blindspot AI want to achieve?

Blindspot aimed to expand its brand globally, double its revenue, and continue its growth. Blindspot relied on founder-led sales, and said, "We aim to increase sales in London." By transitioning to a more structured sales approach, they can then target, manage and forecast more effectively.

What issues were Blindspot AI facing?

Blindspot did not have the resources or recruitment process to find the right salesperson. London was a new market with no physical presence, so the selection process was crucial. It was also a new role for Blindspot. There was no job description or idea of competencies for the role.

The results

SBR creating a vision and set targets for the salesperson with a competency framework. This included measurable competencies, and 4 levels of mastery to streamline focus for the role. This helped with the competency-based interviews, onboarding, and performance reviews for an end-to-end recruitment journey. SBR found the right person with the new person successfully passing the 6-month probation period.

SBR's approach

SBR had many discussions with the CEO and CTO to complete the vision of the role. Both the CEO and CTO wanted synchronicity with their visions. With regular feedback sessions and detailed feedback from the leaders, SBR built a tailored recruitment approach. Candidates were sourced from LinkedIn. After 4 rounds of a hiring process, we split 12 competencies between SBR & Blindspot to ensure the role was efficiently filled. SBR did the 1st pre-screen interview, followed by 2nd online with the CEO & CTO. A 3rd interview included a case study for a start-up business and role-play. SBR systemically found a solid candidate and was sure about their skills both virtually and in person. After a planned 2-day trip to Prague, Blindspot decided to offer the job which was accepted immediately.



"Being a data company, we are close to our data. We saw what SBR offered, and it's based on systems and data. It very important that it was not just based on feelings, but that it was supported by the data. They are professional, flexible, and a fun group."

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CTO