Case Study

We stop breaches

Sector: Cybersecurity Technology

Job Roles: Sales Development
Representative
Account Executive
Account Manager
Sales Engineer
Services Consultant
Sales Leader

CrowdStrike is a global cybersecurity technology company headquartered in California. It provides endpoint security, threat intelligence and cyberattack response services.

Ai creates new possibilities for implementing fundamentally new ways of identifying, discovering, hiring, promoting and developing salespeople that are uniquely suited to your environment.

- Increase top performers
- Reduce mis-hires
- Remove bias from the hiring process, create employment opportunities for a broader group of people while mitigating high liability indefensibility risk.

Joe Mattioli
Vice President Global
Corporate Sales
CrowdStrike

So many benefits

"One of the payoffs from predicting actual sales performance has been to identify liabilities that distract the energy and attention of our sales leaders"

LFG | One Ecosystem Endless
Possibilities for Peak
Performance

Call: 203-308-4547

Book a demo

The Challenge ⚠

With an expanding global footprint, CrowdStrike wanted **to** rapidly build out a high-powered inside sales team or Sales Development Representatives and Account Executives. The goal was to identify A-player hires whilst lowering early tenure turnover, accelerating performance ramp, raising quota performance and reducing the frustration of liability hires on the sales leadership team.

The Solution 👆

We undertook proprietary research with corporate sales teams in North America, Europe and Asia-Pacific that measured 60 psychographic traits and collected 12 months of sales performance data from 100 lead-generating SDRs and 120 AEs. The performance and psychographic data was statistically analyzed to build KPI prediction models called Performance Fingerprints.
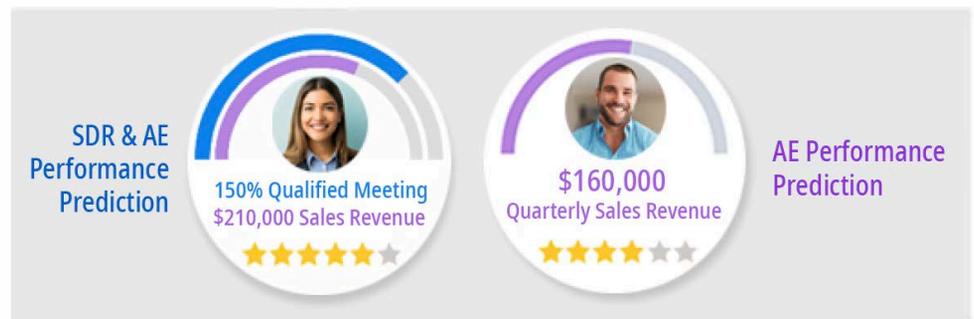
Account Executive Performance Fingerprint
11 psychographic traits in combination displayed a strong correlation of 0.76 with quarterly sales revenue performance. Predictive traits included Interpersonal Versatility, feed-Backing Seeking and Self-Awareness. AE candidate completion time is 19 minutes.

Sales Development Representative Performance Fingerprint
SDR is an entry level sales role. Subject to performance, employees are promoted to AE after -12 months so CrowdStrike wanted to identify candidates who could be successful in both roles by simultaneously predicting actual KPI performance.

23 psychographic traits in combination displayed a strong correlation of 0.77 with how many qualified meetings a candidate would book as an SOR; and the amount of quarterly sales revenue they could generate as an AE. Predictive traits included Professionalism, Work Ethic, Sociability and Optimism. SOR candidate completion time is 22 minutes.

SDR & AE
Performance
Prediction

150% Qualified Meeting
$210,000 Sales Revenue
★★★★☆

$160,000
Quarterly Sales Revenue
★★★☆☆

AE Performance
Prediction

Our selection algorithms are evidence-based and learn continuously. They're subjected to successive re-calibrations every 6-12 months to grow their predictive accuracy. Each recalibration ingests new performance data from both existing and new hires.

The Results ✓

Working with this solution since 2017 has helped build out a global inside sales organization, creating a powerful competitive advantage that helped CrowdStrike IPO on Nasdaq in June 2019.

CrowdStrike's executive team are equipped with the data and intelligence to make better, faster and less biased hiring decisions. This has led to lower early tenure turnover and a higher number of candidates transitioning from SDR to AE.