How to Attract Top Sales Talent

RECRUITING IN THE WAKE OF THE 2023 BIG TECH LAYOFFS

"What would you say, you do here?"

Said an infamous quote from the cult classic movie Office Space. We've all likely encountered our own "meeting with the Bobs," consultants tasked with finding ways to cut costs and drive efficiency at corporations, at some point in our careers. For a number of tech employees in 2023, this scene is still fresh in their minds.

But there's good news for both people that experienced this AND growing companies, there is a surplus of top-notch sales talent out there ready to take on a new adventure. In an effort to trim expenses, some extremely valuable high performing sales talent is now on the market. We'll take a fresh look at how to attract the right people to drive performance at your organization.

Now I'm sure none of these situations ended with a temperamental printer being destroyed in a field, but the imprint of the experience is likely leading people to be

very selective on their next career move. Good riddance Initech.

At the start of 2022, it was nearly impossible to hire Big Tech talent from the outside—but that's changed. Finding the right people for the right jobs within any organization is a heavy lift at any time. But after a long run of a "seller's market" so to speak, the inventory has increased and demand is now lower, giving companies in all industries new access to talent that was previously out of reach.

In the wake of some of the **biggest tech layoffs** in recent history, tens of thousands of veteran **sales workers** from companies like Meta, Amazon, Microsoft, Google, and Salesforce are currently on the hunt for new jobs. And because these companies are all laying off employees at the same time, those sales reps aren't immediately being hired by other Big Tech players like they normally would.

Now the question is, how do you enable your organization's superpower of sorts to attract top sales talent? To be the good not evil version of Magneto and activate your own culture magnet that draws in your next level X-Team? We'll show you.

Right now, there's an unprecedented opportunity to bring Big Tech sales talent into your sales operations.

But the window of availability may not last long, and you won't be the only one hoping to secure new sales reps.

In this ebook, we'll explore the value Big Tech sales talent could bring to your organization, and we'll share some effective ways to attract them—no matter your size or industry.

Why Big Tech sales talent is appealing

Experience is one of the most important elements of any potential hire's resume, and former Big Tech employees will have that in spades. They're coming from some of the largest companies in the world, where they've been trained to operate in extremely competitive sales environments. These sales reps are used to selling large contracts and working with enterprise-level customers.

And you don't work at a place like Google or Microsoft without being fairly tech savvy. So they bring a level of technological literacy with them to enhance whatever team they join. They've also seen first-hand how Big Tech operates, and they'll be able to transfer some of those innovative Big Tech perspectives to the new industry they choose to work for.

Finally, when considering former Big Tech employees, you're looking at people who have already been thoroughly vetted via an intensive hiring process. Big Tech has the resources to ensure they only hire the best of the best, and you get to take advantage of their rigorous vetting. You know your specific hiring needs much better than Amazon or Facebook does—but their layers of review should provide an extra level of confidence that you'll be working with quality candidates.

How to attract sales talent from the Big Tech layoffs

To take advantage of this opportunity and secure new hires from Big Tech, you'll need to make your company stands out from other potential employers. Let's walk through a few ways to do that.

Present them with a new challenge

Many of these Big Tech employees have been selling the same things for years. Some of them will be eager to start pitching products or services that are more concrete than, say, cloud computing. And some will simply welcome a change of pace.

What makes your company's offerings unique and exciting? How will selling for you diverge from their previous experience, and why might that be an attractive option? You know how to pull out the stops to sell customers on your products

and services—don't be afraid to do the same when selling potential employees on the chance to come work on something new.

Offer a departure from the work culture they're used to

Big Tech has a reputation that can be positive or negative depending on who you talk to. While some folks thrive in it, others tire of Big Tech culture after a while, and they may welcome a change.

For example, the size of the company itself can have a big impact. Big Tech sales folks rely on relationships just like the rest of us, but when you're working with a Google-sized brand, it's impossible to really get to know everyone around you. By contrast, smaller and mid-sized companies often have a closely knit sales department where the relationship-building component of sales becomes easier and more important. This may be a nice change for Big Tech talent.

Additionally, depending on your product, situation, and industry, your culture might work under conditions of higher or lower urgency from the perspective of a former Big Tech salesperson. Depending on the individual sales rep, either one of these can be a more appealing option.

What it comes down to is knowing your company's work culture, being able to pinpoint what makes it a great fit for the right types of people, and then finding those types of people to come work for you. And with so many people caught up in the Big Tech layoffs, you can be sure there are plenty of them out there who would thrive at your company.

Give them stable employment

Losing a job is never a great experience, but it can be especially devastating when it comes out of the blue and has nothing to do with an employee's individual performance. These Big Tech employees had landed positions in companies

where they probably believed they could stay and grow indefinitely. They put their heart and soul into their work, only to have it taken away from them at a moment's notice for no fault of their own.

They won't want to go through that ever again.

If you're able to assure them that they won't have to worry about unexpected layoffs, you'll be in a much stronger position than other employers they may be considering. Be ready to talk them through the company's financial standing, show them your low attrition rates, and demonstrate why they can be confident of stable employment for years to come.

Reach out directly

It's one thing to post a job listing and hope the right candidates find it. It's something else to locate prospects yourself and extend an invitation to apply. That shows initiative, offers a more personal touch, and can help potential employees feel valued from the start.

Any number of tools and services are available to help you locate and contact former Big Tech employees, but one of the most straightforward methods is to use LinkedIn. Simply start a search for people, expand the "All filters" tab, and specify the "Past company" field. Then narrow the list further by adding other criteria that would make candidates a good fit for a position you need to fill.

Make a competitive offer

Company culture and a personal touch can go a long way, but at the end of the day, prospective employees aren't likely to accept a position without sufficient compensation.

They're accustomed to receiving Big Tech salaries and commissions. That doesn't

necessarily mean you'll have to match what they were previously making—after all, they no longer have that opportunity as an option. But it does mean you'll need to make a competitive offer compared to any other opportunities they currently have.

You'll want to take a close look at your sales compensation plan, and consider updating it to appeal to this pool of potential candidates. An effective compensation plan not only attracts new talent, but motivates sales reps once they're working for you, improving their performance and helping to lower your attrition rate. So make sure your pay mix is compelling.

If you need to develop a new sales compensation plan, we've put together a [seven-step guide](#) to walk you through that process.

Provide transparency and accuracy in variable compensation projections

Assuming they find your offer compelling, sales reps will need transparency throughout the sales comp process. They not only should have a clear idea of what they can expect to make if they meet their goals, but they should also have a window into how close they are toward meeting those goals. That way they can make adjustments as they go to ensure they're filling their quotas.

When sales reps don't have transparency, they end up resorting to their own homebrewed calculations that may or may not be accurate. And if they end up thinking they'll make more than they actually will, it can result in wasted time resolving disputes, along with suffering morale and decreased performance.

Additionally, they need accuracy in variable compensation. If it turns out that your calculations were incorrect and you underpaid, you'll have to pay out the difference—on top of that wasted time and disrupted morale. Conversely, if you've overpaid, you could be losing substantial amounts of money.

[According to Gartner](#), organizations can save an average of three to five percent in compensation expenses by minimizing overpayment and underpayment.

So whether you're trying to recruit new talent or just save money, having accurate and transparent sales compensation calculations is absolutely essential.

The solution is to use good Incentive Compensation Management (ICM) software like **[Performio](#)**. It'll track everything for you, offer real-time transparency to the people who need it, and provide accurate calculations that save you time and money.

If you're not sure which ICM software is right for you, check out our free ebook, *[A Buyer's Guide to Incentive Compensation Management Software: Six Vital Steps to Maximize Your ROI](#)*.

Attract and retain the best sales talent

Right now, you have an unprecedented opportunity. Big Tech has put a lot of top-notch talent on the market—providing a chance of democratizing the tech sales talent world. But the basic principles we've outlined in this ebook hold true at any time, whether you're working to attract new talent or to keep people around once you've hired them.

The bottom line is that employees want a good working environment where they feel valued, are compensated well, and have transparency into the processes that affect their income.

Performio can help you with all of this.

We built Performio from the ground up to give you everything you need for sales compensation management. Your sales reps will receive timely reports and leaderboard rankings, keeping them motivated and performing at their best. And when you need to update or modify your sales compensation plans, you'll only need to make changes once to see them reflected across the board, with updates clearly communicated to all affected parties.

Performio is easy to use, offers seamless integration with your data, requires no coding or extra services, provides transparent reporting and analytics, and keeps your data safe. And we stand by our product with unparalleled support.

Ready to see what Performio can do for your business?

Request A Demo

Performio®