Is your cyber security sales recruitment built on fact or fiction?

RECRUITMENT RESOURCES

AT A GLANCE

Lack of transparency could be the reason your cyber security sales recruitment is failing

Cyber security is a lucrative growth industry, making cyber security sales candidates like gold dust. Businesses in every sector are investing in defence against cyberattack, so those selling cyber security products and services must invest in their recruitment with as much gusto.

One of the most important aspects of any decent cyber security sales recruitment strategy is honesty. Ok, it might not sound as exciting as benefits, training or cold hard cash – but it matters just as much.

Failure to demonstrate transparency in your cyber security sales recruitment process might mean you lose out on the game changing talent your business needs.

90% of potential applicants drop out of the recruitment process at Fortune 500 firms because of a frustrating application process

That dropout rate often happens because of a lack of transparency around responsibilities, career development prospects, working hours/locations, benefits, culture, salary and other job criteria. To attract and retain the best cyber security sales candidates, your organisation needs to show transparency at all times.

Ask yourself these questions to help you see where your cyber security company might need to add more clarity to your sales recruitment strategy and communications…

THE CYBER BENCH

Are you 100% sure about the job role you're hiring for?

If you don't have a solid idea of the job you are recruiting for, how can you sell it into candidates convincingly? Vague job descriptions and moving goal posts could create the impression that your business is disorganised at best, dishonest at worst.

The people you interview want to know precisely what they're signing up for, so make sure you are certain about this yourself. This is one of our top cyber security sales recruitment tips.

Johnie Gurney, from cyber security recruitment sales agency The Cyber Bench, tells this tale of caution:

"I've often witnessed a scenario when a company moves the goalposts because they don't know exactly what they want. One time, a brilliant candidate got to the final interview stage but then the company changed the job spec, which meant he was no longer suitable for the role.

"Six weeks later, they got back in touch and told him they had changed it back, so he agreed to re-visit a conversation. During the interview process, the company then changed the job spec again. Unsurprisingly, at that point the candidate decided to completely withdraw his application."

Do you offer industry-standard training?

A weekly half hour 'shadowing' Dave from Technical isn't the same as sending your bright new recruit on proper training courses that are officially recognised within the cyber security and sales sector.

When you talk about "training opportunities" in job adverts, interviews and offers, make sure they cut the mustard. Top talent is hungry to learn and training opportunities could help attract them to your business – so make them genuine.

Is the career ladder accessible to all?

Ambitious candidates are the kind you want, right? They will ask you what opportunities there are to climb the ranks. Nobody has a crystal ball but be as honest as you can about the positions that might become available to them in future.

Not likely to be any more senior roles up for grabs any time soon? Then show how they can develop their skills and earn more in other ways e.g. by working on specialist projects and prominent accounts.

How do salaries add up?

Salaries can be made up of individual pay, commission, allowances (e.g. a car allowance) stocks and shares. Don't advertise the salary as the grand sum of all these things because some of them are not guaranteed. To manage candidate expectations, always provide an accurate breakdown of what their salary will be. The cost-of-living crisis has made this more important than ever.

What defines your company culture?

In the race to hire top talent, your competitors might be able to fight you for the best candidates on many fronts – but your company culture is unique and that is your superpower.

Honestly communicate your values, standards, policies, ethics and beliefs to attract candidates with the right personality. Culture is becoming more and more important to employees. Show off your vibe to attract your tribe.

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Are your job recruitment processes and timescales slick, fair and competitive?

We all remember what job hunting is like...every time the phone lights up, your belly does a flip. Is it a job offer, or just one of your mates? When there are great candidates out there who are excited to work for your business, don't leave them hanging!

Send them regular updates on what's happening during each stage of the hiring process. That applies even if they're unsuccessful - because their experience of your recruitment 'manners' can still reflect on your reputation as a company people want to work for.

Can't wait to hire them? ACT FAST! Otherwise, they might accept a job offer elsewhere. Make sure senior managers, board members, HR and finance directors are available to negotiate and sign off job offers ASAP.

Johnie from The Cyber Bench adds:

"Not all companies understand how important it is to keep candidates engaged, even if there is no update to give. In the time your hiring manager is waiting to hear back from the board, your dream candidate has probably been approached by lots of other companies with potential job opportunities."

Need help to make your cyber security sales recruitment process more transparent – and more effective?

You know honesty is the best policy and you have the best intentions to make your cyber security sales recruitment process streamlined and crystal clear.

However, you're juggling many other business commitments as well as hiring new staff – and that's resulting in a sales recruitment process that just isn't performing like you need it to. If this sounds like your business, get in touch with The Cyber Bench.

Outsource your cyber security sales recruitment to our experts and let us take the weight off your shoulders by managing candidate search, selection, communications and placement on your behalf.

The types of roles we cover include, but are not limited to:

- Inside Sales Executives
- Business Development Managers
- New Business Sales Executives
- Sales Engineers
- Account Managers
- Customer Success Managers
- Channel / Alliance Sales Managers
- Sales Managers
- Sales Directors
- VP of Sales
- C-Suite Executives

To discuss your requirements, get in touch with The Cyber Bench today.

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