

Champion Recruiting

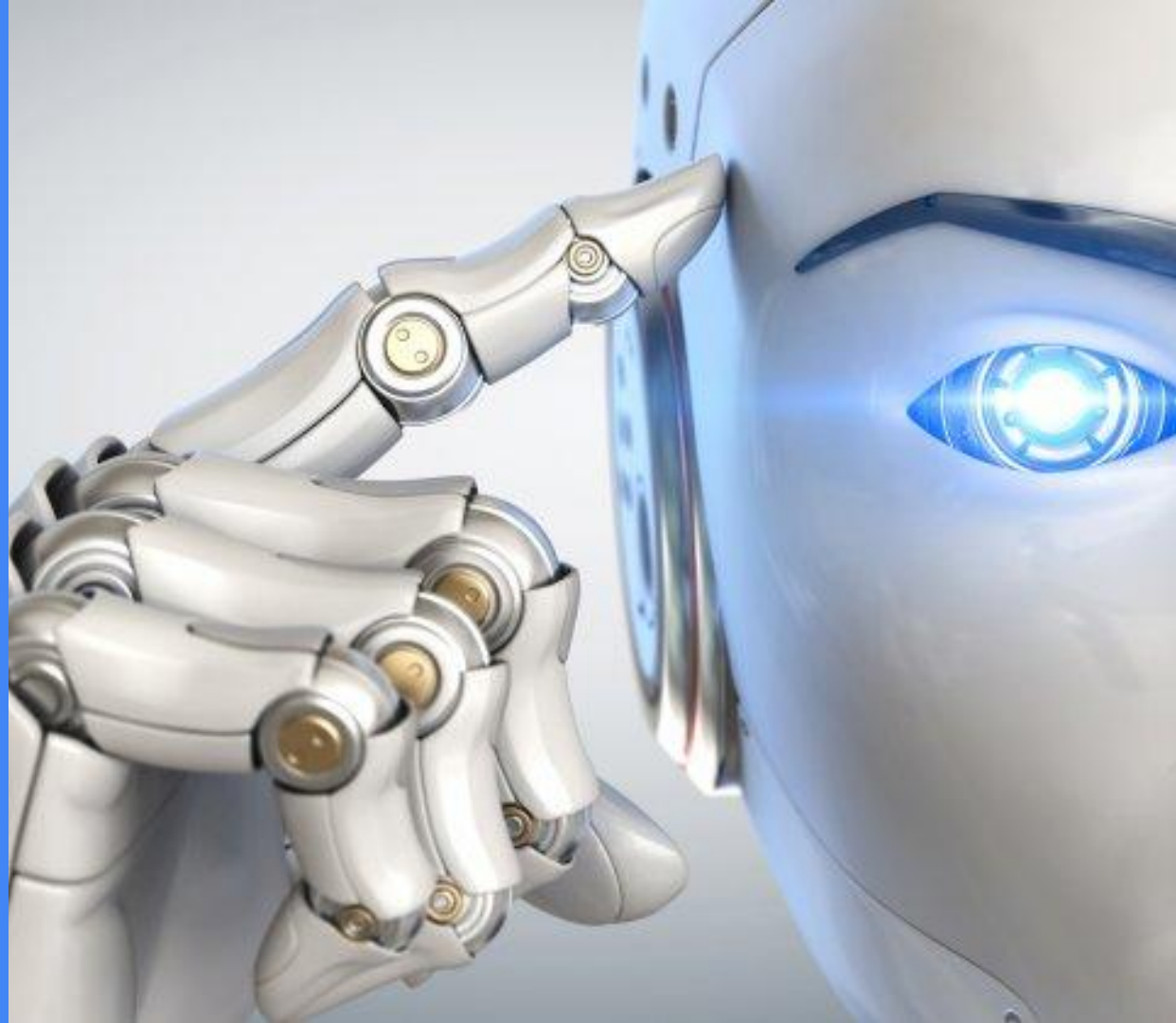
#1 in Tech Sales Recruiting in U.S.

(650) 269 - 1501

sales@champion-recruiting.com

www.champion-recruiting.com

Headquarters: Walnut Creek, CA



Summary

10 Years of Tech Sales Recruiting @ Champion Recruiting

Thousands placed in Tech Sales across U.S.

Retained, Contingency & Search-as-a-Service for Early-Stage Startups

50+ Clients @ Champion Recruiting:

Mainly Pre-IPO, early-stage A,B,&C round, tech startups in Bay Area

Alooma, AppDynamics, Arctic Wolf Networks, Area 1 Security, Authentic Vision, AVG Security, Blue Hexagon Security, BugCrowd, Cato Networks, CheckPoint, Cloud Cruiser, ContentStack, Corporate Armor, Elementum, Fastly, ForcePoint, Fossa, Gigamon, GT Nexus, HackerRank, Imperva, Import.io, Incapsula Security, Index, IronNet Cybersecurity, Kabam, Kixeye, Menlo Security, Message Control, MindTickle, Octarine Security, Okera, Okta, Picarro, Plivo, Positive Mobile, ProofPoint, Qubole, Rapid7, RiskIQ, Tanium, Telogis, Tile, Tintri, Tubular Labs, vArmour, Vena Solutions, Verkada

<https://champion-recruiting.com/50%2B-clients>

3 Services @ Champion Recruiting

Retained Search: 33% fee. 60 day delivery

Board Members, Founders, Presidents, CEOs, COOs, CROs, VP Sales, VP Sales Engineering, VP Business Development, VP Customer Success, VP Inside Sales, VP Sales Strategy, and VP Sales Operations

Contingency Search: 20% - 30% fee

Sales Directors, Sales Managers, Enterprise Sales Hunters, SEs, CSMs, and ISRs

Search-as-a-Service: Rep Sheets (new '21)

Pay-as-you-Go, online access to Rep Sheets: one-page, performance numbers on top sales talent

Retained Search

Top 10% Executive Sales Talent ONLY

Board Members, Founders, Presidents, CEOs, COOs, CROs, VP of Sales, VP of Business Development, VP of Sales Engineering, VP of Customer Success, VP of Inside Sales, VP of Sales Strategy, and VP of Sales Operations

We also place Top 10% Sales Directors, Top 10% Sales Managers, Top 10% Enterprise Sales Hunters & Distinguished Sales Engineers on a retained basis

www.champion-recruiting.com/retained-search

Contingency Search

Top 25% Sales Talent ONLY

Sales Directors, Sales Managers,
Enterprise Sales Hunters, Sales
Engineers, CSMs, & ISRs. No SDRs

We weed out 75% of average sales talent
to save you time and money on wrong
hires

www.champion-recruiting.com/contingency-search

Most Popular:

Our **first-line Sales Managers** have 5+ years
leading sales hunters AND 5+ years over 100%
ANNUAL quota at YOUR competitors.

Our **Enterprise Sales Hunters** have 5+ years in
enterprise sales AND 10+ years over 100% ANNUAL
quota at YOUR competitors.

Our **SEs** have very specific technical expertise
AND can jump to slide 40 in a deck to answer a
CEO's question in 30 seconds.

Search-as-a-Service (Rep Sheets & SE Sheets)

Pay-as-you-go, online access to **Top 25%** Sales Talent ONLY

We weed out 75% of the average sales talent to save you time and money on wrong hires

Rep Sheets = Future of Sales Resumes

www.repsheet.ai

A **Rep Sheet** or **SE Sheet** is a one-page summary of sales performance

More specifically, a Rep Sheet or SE Sheet is a one-page, standardized summary of ANNUAL sales performance numbers over the last 3, 5 or 10 years.

Before the interview process begins, we pre-screen and bucketize Rep or SE Sheets as:

GOLD = Top **5%** Sales Talent

SILVER = Top **15%** Sales Talent

BRONZE = Top **25%** Sales Talent

Make Sales Resumes 100% accurate

Rep Sheet mission statement:

Make sales resumes 100% accurate

The Problem:

Resumes are broken

Companies waste **billions** on bad hires every year because sales candidates avoid numbers or hide numbers or spin numbers or just LIE!

We live in a world where VPs of Sales spend 10-20 hours interviewing a candidate, and then, have to do illegal back channel checks. A Lot of wasted time and money.

Why are Rep Sheets Unique?

Rep Sheets are one-page, numerical, standardized & certified

One-page: Do not have to read verbose, 2-3 page sales resumes

Numerical: Do not have to hunt for key annual sales numbers which often are missing

Standardized: Do not have to figure out various unique resume formats

Certified: Do not have to ask reps if their dates & sales numbers are accurate

We have 3, 5 or 10 Year Rep Sheets

1) **10 Year Rep Sheet**

They go back 10 years of annual numbers.

Ideal for CROs, Sales VPs, Sales Directors, Sales Managers, and Enterprise Sales Reps.

2) **5 Year Rep Sheet**

They go back 5 years of annual numbers.

Ideal for Enterprise Sales Reps and Inside Sales Reps.

Or those that prefer to show only the last 5 years of numbers.

3) **3 Year Rep Sheet**

They go back 3 years of quarterly and annual numbers.

Ideal for Inside Sales Reps and Sales Development Reps.

Or those that prefer to show only the last 3 years of numbers.

Rep Sheet Sample

"Love it!"

Joe Sexton, Board, CrowdStrike &
PagerDuty

"The Rep Sheet is great! Always
loved the idea. Still do."

Hans Robertson, Co-founder of
Meraki & Verkada

| REP SHEET | | | | Rep Sheet | | GOLD = Top 5% Talent SILVER = Top 15% Talent BRONZE = Top 25% Talent | |
|-----------------------------|---------------------------------|---------------------------|------------------|--|--------------------|--|---|
| Name | Joe Smith | | | Numbers of | | Gold based on | |
| Job Title | Sales Manager, Enterprise Sales | | | Joe Smith | | 1) Annual Numbers on Sales Resume | |
| Company | Palo Alto Networks | | | 2020 GOLD | | 2) President Clubs / Awards / Promotions | |
| Phone | (650) 269 - 5124 | | | | | 3) Length of Jobs / Quality of Companies | |
| Email | Joe.Smith@paloaltonetworks.com | | | | | | |
| LinkedIn | (Link to LinkedIn Profile) | | | | | | |
| Objective | Position Wanted | Industry | Company Size | Location (City, State or Area) | | | |
| To obtain: | Enterprise Sales Director | CyberSecurity | Pre-IPO Start-up | Bay Area, CA | | | |
| Years | | Years | | Years | | | |
| 15 TOTAL Sales Experience | | 13 "Closing" Experience | | 11 Software | | | |
| 10 OUTSIDE | | 15 Hunter | | 11 Hardware | | | |
| 5 INSIDE | | Farmer | | 4 SaaS | | | |
| 15 Total (Carrying Quota) | | VP or above (people) | | 4 CyberSecurity | | | |
| 10 Enterprise (Global 2000) | | Director (people) | | Big Data / Analytics | | | |
| 3 Mid-Market | | 3 Manager (people) | | Artificial Intelligence / Machine Learning | | | |
| 2 SMB (< 500 employees) | | 12 Individual Contributor | | E-commerce | | | |
| | | | | FinTech | | | |
| | | | | Other | | | |
| Number of Companies Worked | | Years Average | | Why Left Each Company? (brief reason) | | | |
| 1 Company last 3 years | | 5 Currently: PA Networks | | Like job but just looking around | | | |
| | | 3.5 Last Company: F5 | | Product not ready yet | | | |
| 1 Company last 5 years | | 3 3rd Company: Seagate | | Company got acquired | | | |
| | | 4.5 4th Company: Juniper | | Recruited out by former boss | | | |
| 3 Companies last 10 years | | 2 5th Company: Cisco | | Recruited out by recruiter with raise | | | |
| \$M | % of Quota | Annual Attained | Quota | President Club | Top Talent | Promotion | Achievements |
| Last 3 yr ave | 142% | 12.57 | 8.83 | 100% | Top 5% | 1 | 100%+ annual quota 3 of last 3 years |
| Last 5 yr ave | 136% | 10.32 | 7.60 | 80% | Top 5% | 1 | 100%+ annual quota 5 of last 5 years |
| Last 10 yr ave | 134% | 6.65 | 4.96 | 70% | Top 15% | 3 | 100%+ of annual quota 10 of last 10 years |
| 2020 | 152% | 15.23 | 10.00 | Yes | Top 5% | | 7 President Clubs last 10 Years |
| 2019 | 146% | 12.44 | 8.50 | Yes | Top 5% | | |
| 2018 | 126% | 10.05 | 8.00 | Yes | Top 5% | 1 | |
| 2017 | 115% | 6.90 | 6.00 | No | Top 15% | | |
| 2016 | 127% | 7.00 | 5.50 | Yes | Top 5% | | |
| 2015 | 105% | 4.20 | 4.00 | No | Top 25% | 1 | % of Annual Quota Attained |
| 2014 | 104% | 2.60 | 2.50 | No | Top 25% | | |
| 2013 | 183% | 5.50 | 3.00 | Yes | Top 5% | | |
| 2012 | 118% | 1.30 | 1.10 | Yes | Top 5% | 1 | |
| 2011 | 125% | 1.25 | 1.00 | Yes | Top 5% | | |
| Year of Graduation | 4 Year Degree? | Degree | Major | D1,D2,D3 Athlete | College | | My DocuSign certifies Rep Sheet as accurate |
| 2002 | Yes | BA | Business | D1 hoops | St. Mary's College | | Developed by: Joseph L. Smith 12/30/2020 |

REP SHEET by Champion Recruiting, #1 in Tech Sales Recruiting in U.S.

What are SE Sheets?

SE Sheets are simply Rep Sheets but customized for Sales Engineers.

- 1) **10 Year SE Sheet**
- 2) **5 Year SE Sheet**
- 3) **3 Year SE Sheet**

Hans Robertson, Co-founder of
Meraki & Verkada

Why Candidates use Rep Sheets?

1) Rep Sheets earn them MORE CASH

Hiring managers pay more cash for **GOLD** certified Rep Sheets.

Top **5%** talent is paid a premium.

There is tremendous upside for more revenue generation and less risk of a bad hire.

2) Rep Sheets get them MORE INTERVIEWS

GOLD certified Rep Sheets stand out & get **10x** the interviews that sales resumes get!

If you are Top **5%** sales talent, show off those top annual numbers and stand out with a **GOLD** Rep Sheet.

Do not hide your top numbers with words or boring, day-to-day job responsibilities that busy executives never read.

Why Hiring Execs Demand Rep Sheets?

1) Rep Sheets save you MONEY

Only the top **25%** of sales talent have Rep Sheets. **75%** of average sales talent is weeded out which prevents bad hires and saves money.

The opportunity cost of a bad hire is estimated at **\$1M** per enterprise rep and **\$500K** for a mid-market rep per one founder.

In other words, a mistake on a rep equates to \$0 to very little revenue on their **\$500K** or **\$1M** annual quota.

2) Rep Sheets save you TIME

In-house sales recruiters know to look at **GOLD** Rep Sheets first, then **SILVER** Rep Sheets, and last, **BRONZE** Rep Sheets. They can fish in Lake Tahoe and not the Pacific Ocean which saves them valuable time and guarantees Top **25%** talent.

Job hoppers & dynamic sales personalities never get the chance to slip in, waste valuable sales executive time & talk themselves into a job.

Rep Sheet Process for Candidates

1) Please **buy** a Rep Sheet on the "Products" tab.

2) Please **enter** your data in the GRAY cells only in the Rep Sheet template.

3) Please **send** us an email you are finished:
Sales@Champion-Recruiting.com

4) We will review your numbers, and then, **bucketize** them as either: GOLD(Top 5%), SILVER (Top 15%) or BRONZE (Top 25%)

5) We will **return** your Rep Sheet to you via DocuSign.

6) Please **sign** & **date** your Rep Sheet via DocuSign certifying all your sales data is accurate.

7) Please **send** or **share** your Rep Sheet (.pdf format) with whomever you like.

8) Please **interview** with your Rep Sheet to stay laser-focused on numbers when clock is ticking.

9) If you like, we can **send** your Rep Sheet to any of our 50+ clients. One-stop shopping!

10) We can also **upload** your Rep Sheet into any of our 50+ clients' online folders to be reviewed.

Rep Sheet Process for Clients

As a Client, you have online access to 10 Folders by Job Titles.

They are then each segmented by GOLD, SILVER & BRONZE.

Hiring Execs & In-house Recruiters usually view Top 5% talent first in GOLD folders.

CROs (manage people)

GOLD (Top 5%)

SILVER (Top 15%)

BRONZE (Top 25%)

VP Sales (manage people)

Sales Directors (manage people)

Sales Managers (manage people)

Sales Engineers

Enterprise Sales Reps

Channel Reps

Inside Sales Reps

Customer Success Managers

Other

How much do Rep Sheets cost for Companies?

By USER License:

\$1,000 per user per month (Net 30)

or

\$10K one-time, annual fee per user
(100% due Net 30)

By COMPANY License:

\$TBD per month (Net 30)

or

\$TBD one-time, annual fee (100% due
Net 30)

Access to Rep Sheets for price of a RC!

Rep Sheets cost companies:

10K a yr per in-house recruiter

That's about **10%** an in-house recruiter's **100K** annual salary

Screen out 75% of average sales talent on LinkedIn.

Access to ONLY top 5%-25% talent!

Example: 5 in-house recruiters

50K a yr per 5 in-house recruiters

That's about the **cost of one Recruiting Coordinator** annually!

Hire one less Recruiting Coordinator this year & use Rep Sheets

Fish in Lake Tahoe; not Pacific Ocean!

Rep Sheet = 1-2M+

A GOLD Rep Sheet generates an extra

\$1M - \$2M+ with a #1 Enterprise Sales Hunter

Mistake = 1M

“If I make a mistake on hiring an Enterprise Rep, it costs me \$1M

It’s the opportunity cost of a bad hire in a territory bringing in little to no revenue”

Tech Founder

Sales Engineers: Want 20% raise in base salary? Use SE Sheet

<https://champion-recruiting.com/5-year-se-sheet-1>

1) **Pick a 3, 5 or 10 year SE Sheet** (Top 25% SEs only).
SE Sheet is the new SE Resume: One-page,
Numerical, Standardized & Certified

<https://champion-recruiting.com/free-downloads>

2) **Download a free SE Sheet** & fill out Template.
Email template: Sales@Champion-Recruiting.com
We rank SE Sheet as: Top 5%, Top 15%, or Top 25%

<https://champion-recruiting.com/50%2B-clients>

3) **You Docusign it** & send out as you like. Use in
interviews. If you like, tell us which 50 clients you want
SE Sheet sent to, and we send to founders

Rep Sheet References

"Smart idea...lays out their track record in a way that they should (but rarely do) on their resume."

Frank Cobo

**Leader, North America Sales
Korn Ferry Professional Search**

"I love the idea. Like the sheet itself."

Jeffrey Fox

**Author of 11 best-selling
business books including *How
to Become a Rainmaker* (One of
the 100 best business books ever
written)**

INTERVIEW DYNAMICS

Rep Sheets are designed for the **BUYER**

The BUYER is the Hiring Executive

The SELLER is the Interviewee

The BUYER wants to see a Rep Sheet

Thus, SELL with a Rep Sheet!

Do you get to put what you want on
your credit report?

Rep Sheets are credit reports for
sales talent

What have our 50+ Clients said over last 10 years?

"Champion Recruiting was a great asset to my sales VPs. Over 2 years, we hired 14 reps and SEs from Champion Recruiting, and they found us top talent in bay area, NJ and Dallas area."

Board Director and CEO

"Highly recommend Champion Recruiting. They were extremely responsive and made the process very simple. The team listened well and understood the VP of Sales I wanted. They sent over 3 great candidates and we hired a great guy in less than two months. Will absolutely use them in the future."

CEO

"I've worked with Champion Recruiting at two companies now, and have hired several of their candidates into senior sales positions. They put the effort in up front to fully understand the position and effectively screen, and I've yet to receive a candidate from them that didn't warrant a phone or full interview."

CRO

"Champion is very well-connected in bay area and placed 6 outside sales / channel reps for us. They brought in top sales hunters! It was very easy to work with them, and they only sent us "A" candidates. Never wasted my time. Champion is clearly the best recruiter that I have hired and I plan on using them on all of my future searches."

VP Worldwide Sales

"Champion Recruiting has placed sales reps on my sales teams at Arctic Wolf Networks and most recently, at HackerRank. They only send over top sales hunters. Less is more with them. 5 resumes sent to me and 2 offers extended. Don't waste my time with average sales reps which I greatly appreciate."

VP Sales

"When I look for a recruiting partner, I look to have the right tool for the right job. Champion Recruiting will help you from profiling the ideal A-Player based on budget to implementing a repeatable candidate review process, to working with hiring managers on developing a candidate funnel that can help support aggressive hiring targets for sales headcount."

VP Sales

"When I need top sales hunters, I go to Champion Recruiting. They placed several aggressive and hungry ISRs for me on my team at AVG. I can tell them exactly what I need and they always deliver."

VP Sales

“It is far far greater, to dare mighty things,
though checkered by failure, than to rank
with those poor souls who neither
succeed nor fail”

Thank you for
your valuable
time!

www.champion-recruiting.com

