



**LEARNING ON  
THE GO WITH  
ELEPHANTS  
DON'T FORGET**

## BUILDING CONFIDENCE

Our first interaction with Elephants Don't Forget came through a speculative email around two years ago. They'd been trying (and failing) to build their SDR team, with three other agencies already having given it a go.

We stepped in and took the time to really understand their business, quickly delivering two strong SDR hires who set the tone for what was to come. Our success here led to another brief - this time for a Marketing Manager - and again the results spoke for themselves.

In fact, the shortlist was so strong that when it came to final stage, the client decided not to choose between the top two candidates and created a brand-new role so they could hire both. The best result both we and the candidates could have hoped for!

## LEARNING IN ACTION

After helping to build out their SDR and marketing functions, we were invited to take on the next challenge hiring for their sales team. Sales roles might well be bread-and-butter stuff to us but each client presents their own unique challenges and expectations so as always, we went in with open minds and ready to listen hard.

The brief? Someone who'd sold EdTech SaaS into the contact centre space. The complication? A salary range that sat well below what the market demanded. We mapped the market, ran targeted outreach and spoke to dozens of perfectly matched candidates but the message back from the market was consistent. Great role, great brand - wrong package.

So we pivoted the search. We explored professionals selling EdTech SaaS into corporate businesses instead, with similar complexity and deal cycles. Still, the numbers didn't add up. So we hit pause and had a candid, data-led conversation with the client about the realities of the market.

## CONTINUAL RE-ASSESSMENT

Not all clients welcome such feedback - or act on it - but the team took this on board and had some internal discussions around what was possible. An adjustment to the salary and package followed. We then relaunched the search and quickly found the ideal candidate: someone with EdTech SaaS experience, proven success selling into corporate clients and a consistent record of overachievement.

It was another spot-on match and further reminder that successful hiring isn't about casting a wider net or settling for less, it's about listening to the market, adapting and getting the spec right.

From that first speculative email to becoming a trusted partner across multiple functions, this partnership is a great example of how doing things properly the first time builds lasting results.

**FANCY A CHAT?**

Jake Robinson

+44(0)1494 360360