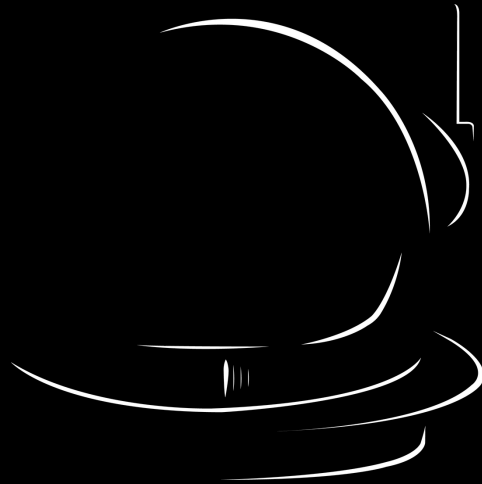


February
2021

Number one



Smart recruitment

THE WEATHER

for the tech sales market

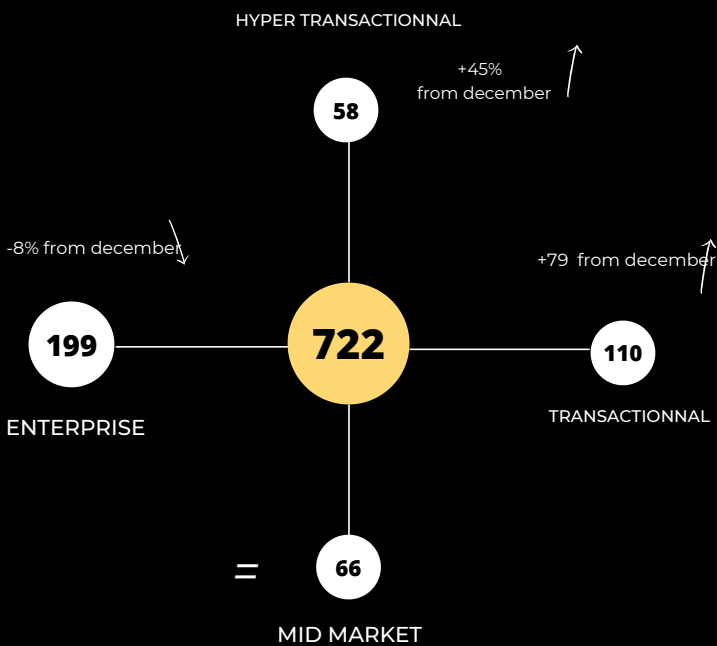
FEBRUARY

ROCKET4SALES

Market Place

ENTERPRISE DOMINATES THE MARKET

The number of vacancies offered in January was 722 positions. This number is constant compared to the month of January. However, we can see that between the different sales cycles, the dynamics are not the same. Offers in "Business" are decreasing (- 8%) while transactional and hyper-transactional are highly sought after (+ 45% and + 79%).

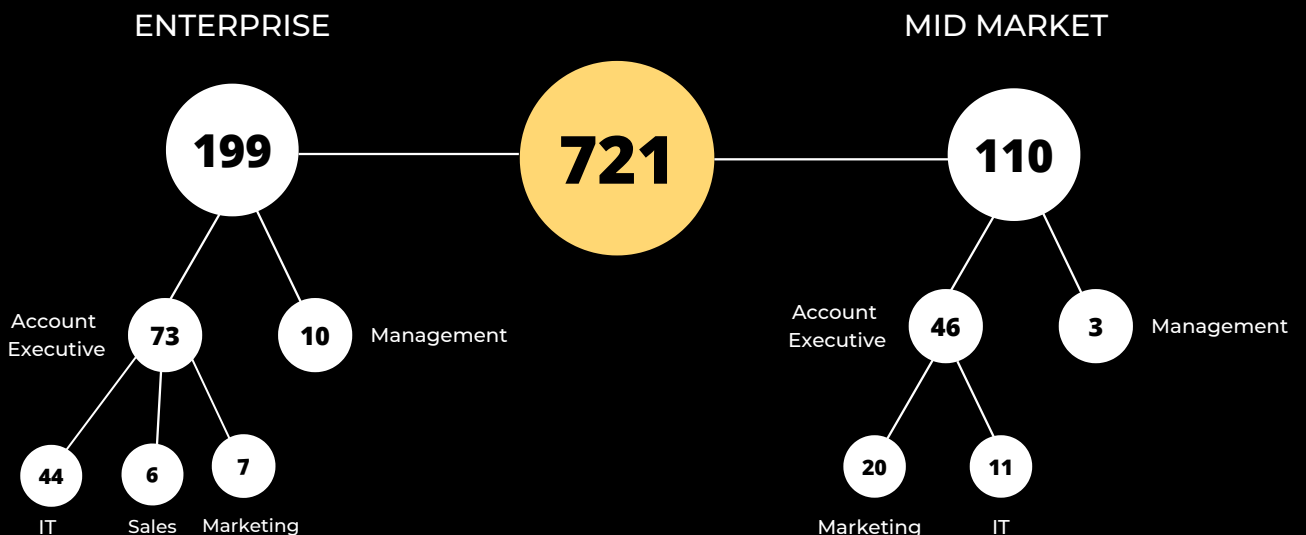


CLEMENT'S EYE

We can see that the complex sales cycles have the best part in the market because they represent almost 27.6% of the offers! I invite you to read on to discover the next trends !

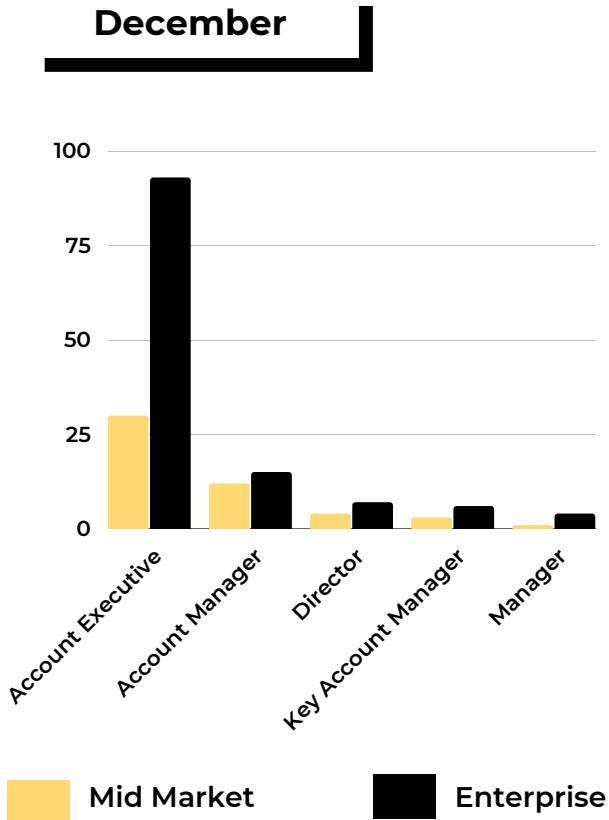
MANAGEMENT POSITIONS ARE SCARCE IN JANUARY

For this weather forecast, we are only focusing on the "Enterprise" and mid market. Account Executive positions are the most sought after, regardless of the type of sales in question. Note that management positions are scarce.

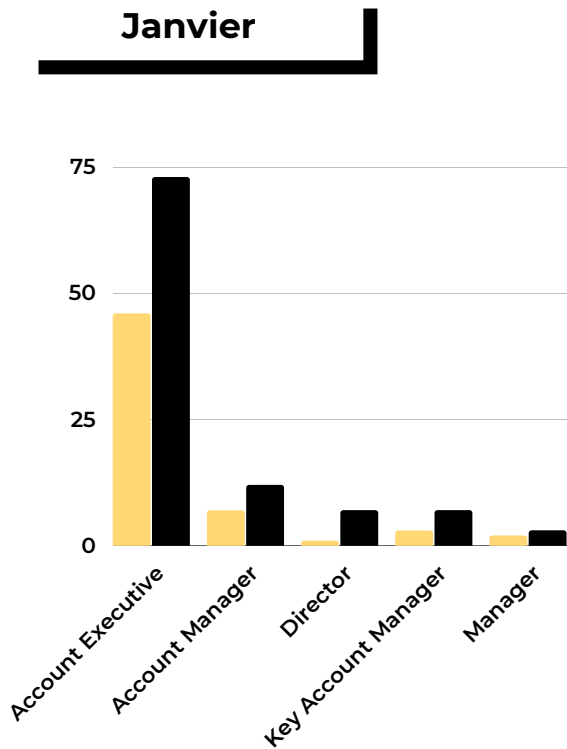


IT: Speaker DSI (Ex: MongoDB)
 Sales: Speaker market (ex: Salesforce)
 Marketing: Speaker marketing (ex: ContentSquare)

December



Janvier

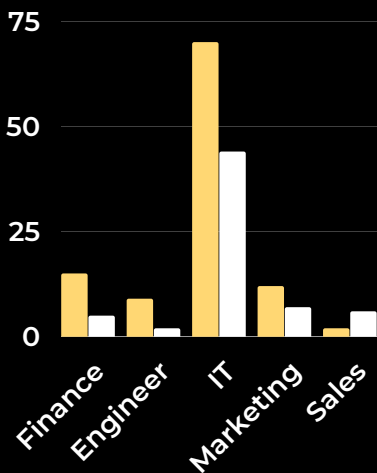


VERY OFFENSIVE SAAS EDITORS

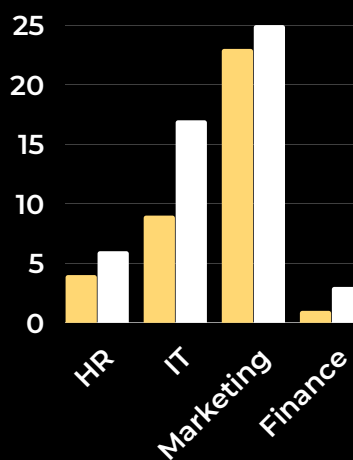
Despite a slight decrease in the number of offers, the market for “Enterprise”, offers remains on the same trend. Account Executive (AE) offers are very high (36%) which clearly marks a very offensive strategy on the part of SaaS editors to conquer the market after a year 2020, which slowed down by the Covid-19 crisis. On the other hand, we only have 5% of management positions. Note that AE Mid Market positions increased between December and January (+ 35.3%).



Enterprise



Mid Market



December

January

WHAT SECTORS ARE RECRUITING IN BUSINESS AND MID MARKET ?

IT represents 67% of mid-market jobs for mid-market sales in January: a number similar to December. For the mid-market, two sectors stand out, IT and marketing, and we can clearly see the number of jobs increasing.

The Top 10 companies by number of job offers



AMAURY'S EYE

Salesforce **7**

Google **5**

Fortinet **4**

Adobe **3**

Alteryx **3**

RingCentral **6**

Proofpoint **4**

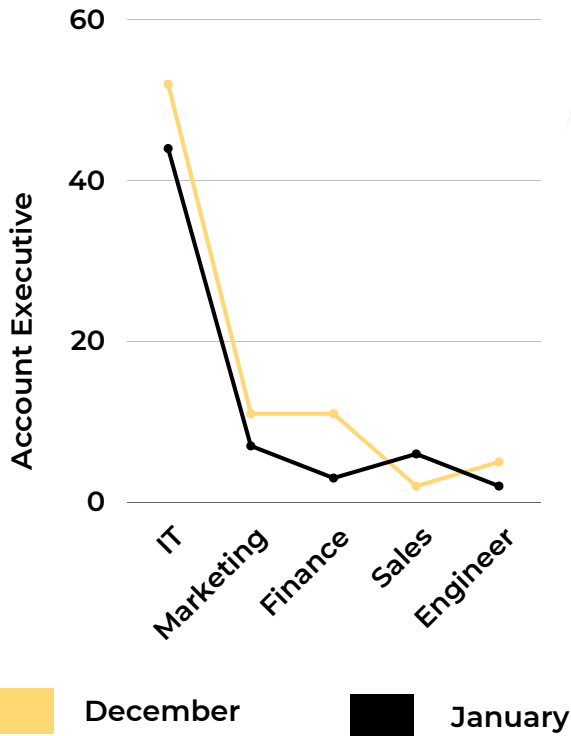
Riverbed **3**

Medallia **3**

Mirakl **2**

US companies are back after a sharp reduction in the number of offers in 2020. The return of the largest supplier in the market place is here! In view of the reappearance of the sales representatives we follow who are contacted up to 4 times a day, we estimate that the market will be tight again by June 2021.

Enterprise



THE ACCOUNT EXECUTIVE MARKET

By focusing only on AE positions, the most demanding sector in "Business" is IT and quite broad (71% of offers). Behind, marketing and finance have fewer providers of offers in January.



AMAURY'S EYE

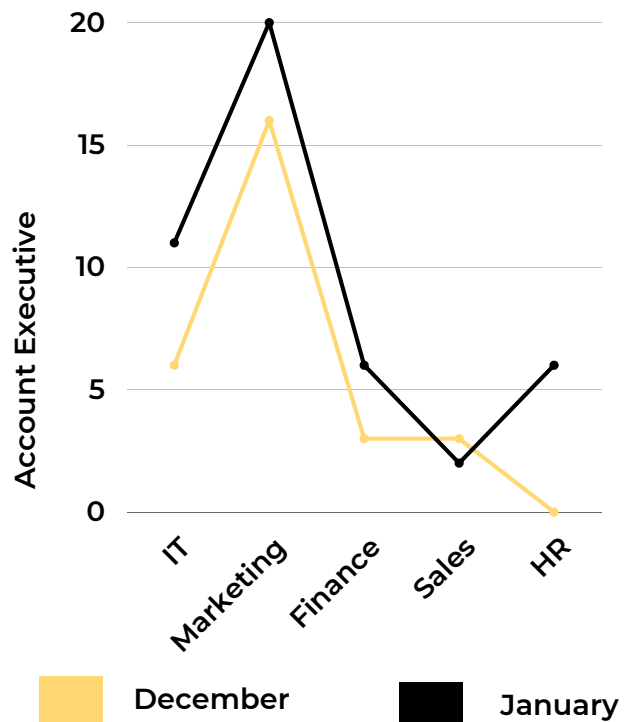
The market for IT decision makers is the biggest today, and Gartner won't contradict us on this! From a career strategy perspective, you have to think carefully about the right company. It must position itself as a disruptive player in the market to have a "value sale" versus a sale at price. This will sell very well in the market.



CLEMENT'S EYE

We can see that the publishers of specialized Marketing software are very present in December and January. This shows a very strong appetite from this department, within clients, to carry out strategic projects, oriented around data to improve performance as well as management.

Mid Market



ROCKET4SALES

**Do you want to discuss your career
and meet your agent ?**

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