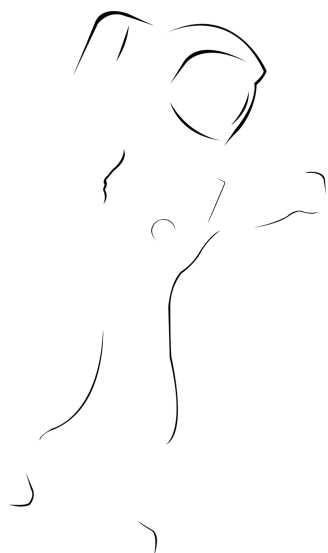


March
2021

Number 2



Smart recruitment

WEATHER

forecast for the tech sales market.

March

FRENCH MARKET

Rocket4Sales

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- The top 10 companies for February

IV / The AE and management market

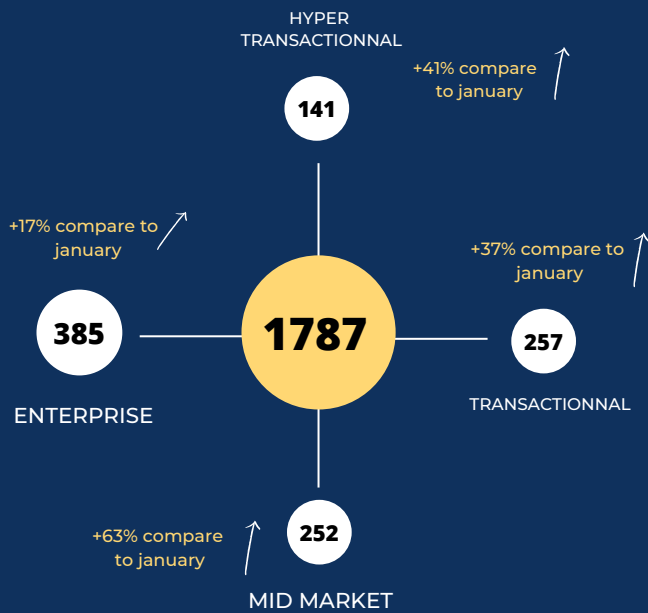
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- The "Enterprise" sale on the way

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Offers according to sales typologies



A MARKET THAT BALANCES

The number of vacancies offered in February was 1,787. While "Enterprise" positions largely dominated the market in January, this domination is less in February. The number of Mid Market offers jumped 63%, as well as Hyper Transactional and Transactional, offers increased by 41% and 37% respectively.

THE HIGHLY SOUGHT-AFTER ACCOUNT EXECUTIVE

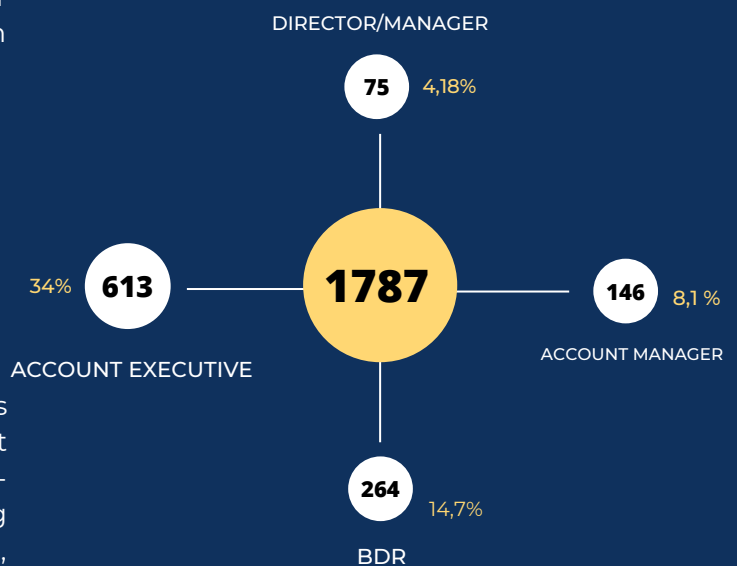
Of the 1,787 offers identified, 613 were for an Account Executive position, which represents 34% of the total. Thus, BDR positions are also in demand (14.75%). Far behind, management positions remain scarce commodities (only 48).



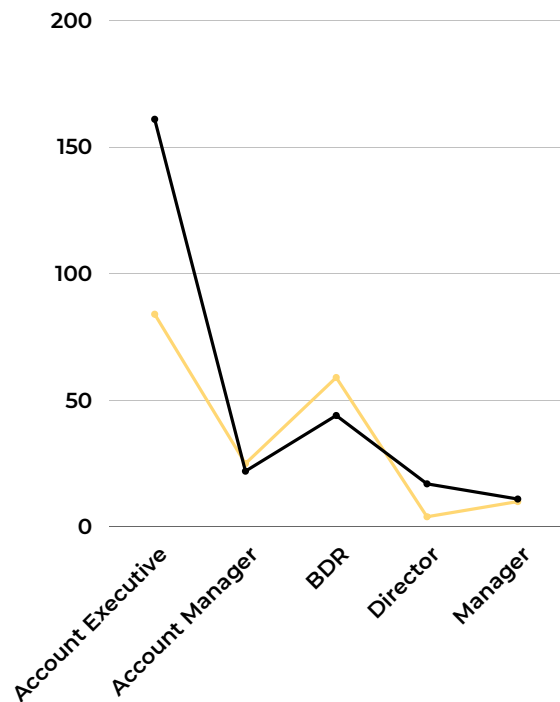
THEOPHILE'S EYE

Indeed, we have observed for a few months that the movements of management positions are few. This is because of the post-covid period when companies stopped hiring or firing individual contributors. Therefore, they need to relaunch the activity by recruiting teams on a massive scale.

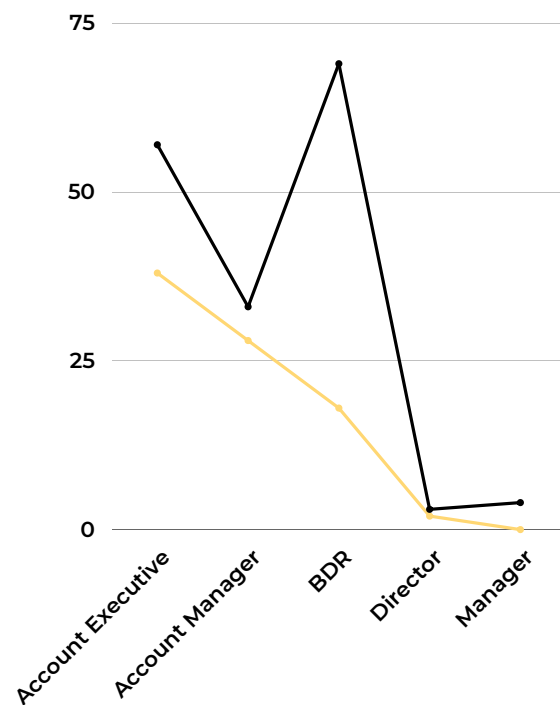
Offers according to positions



February



Mid Market Enterprise



Hyper transactional Transactional

ANALYSIS OF POSITIONS ACCORDING TO TYPOLOGIES

These two graphs allow us to observe the different dynamics which operate for companies with “Mid Market”, “Enterprise”, “Transactional” or even “Hyper-transactional” sales cycles.

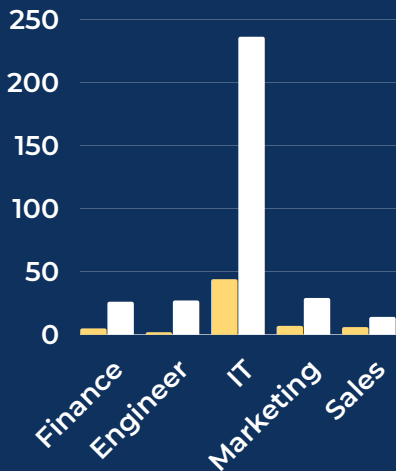
For “Enterprise” cycles, the importance of looking for Account Executives on the market clearly shows the current strategy of companies, which is to create a real dynamic of prospecting and consequently, to re-create the pipeline on a massive scale.

Shorter sales cycles, such as the “Transactional” universe, are on the attack again, building up large BDR teams. What seems interesting is the low proportion of Account Executive compared to BDR.

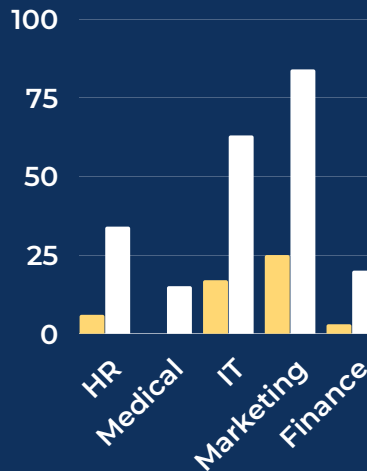
Once the volume of opportunities is created, an acceleration of AE jobs can be expected in the coming months.



Enterprise



Mid Market



January

February

THE IMPRESSIVE GROWTH OF IT

IT continued to be the sector with the most offers in February with an impressive number (77%) for "Enterprise". Conversely, the share of the cake is more fragmented for the "Mid Market", since three sectors accumulate more than 71% of the offers: marketing, IT, and HR.

The top 10 companies recruiting in February



AMAURY'S EYE

RingCentral **18**

Paylead **14**

Manomano **18**

Salesforce **14**

Alteryx **17**

Playplay **12**

Gartner **16**

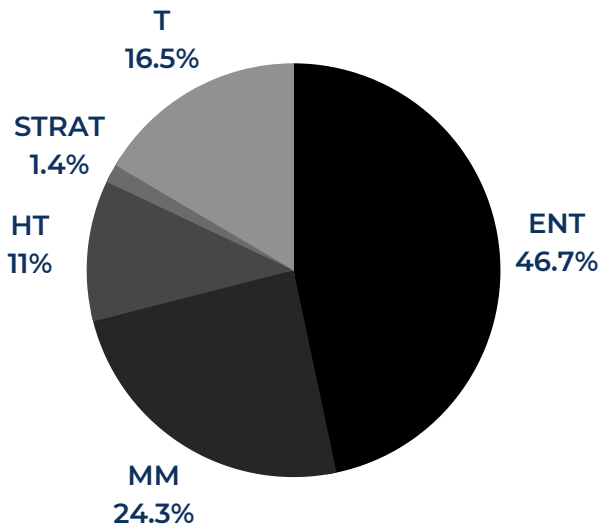
Younited Credit **11**

Crossover **14**

Fortinet **10**

In addition to the traditional big US recruiters, we find businesses linked to the news and the season (RingCentral, ManoMano). As analyzed previously, companies that sell marketing are doing well and are recruiting actively, such as PlayPlay. In view of the number of positions compared to the size of a certain structure, there must be publications of duplicate offers.

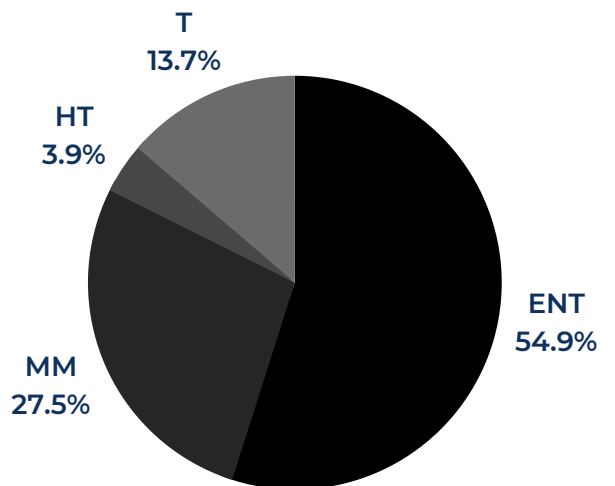
Account Executive



THE AE AND MANAGEMENT MARKET

By focusing only on AE and management positions, we can observe that the job dynamics are quite similar. "The Enterprise" dominates the market, whether for EA or managerial positions. Behind, the Mid Market sector is on the move.

Management

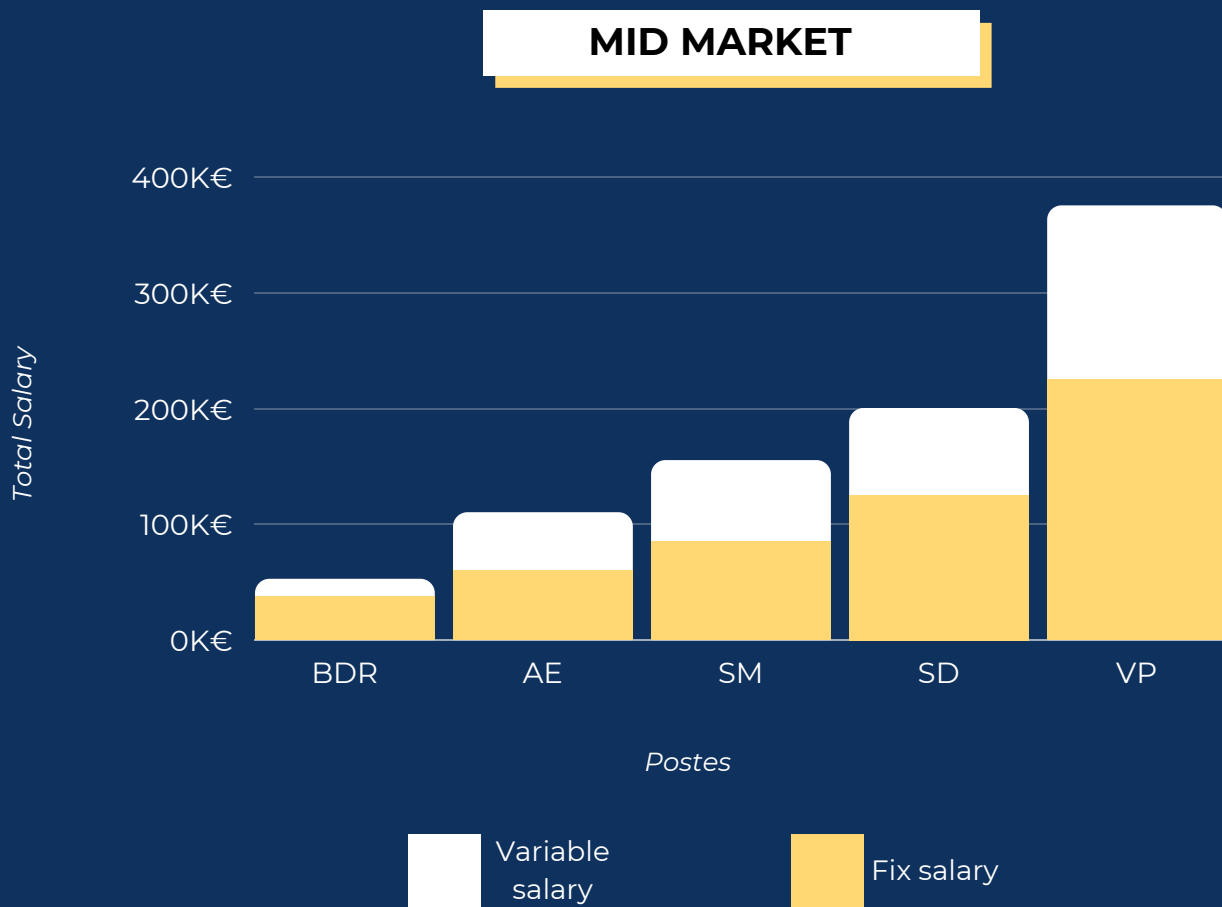


CLEMENT'S EYE

The analysis is simple: the Enterprise market is the most dynamic sector today. Both managers and AEs. In order to maximize your chances, think carefully about your career strategy as this allows you to avoid positioning yourself in a niche market.

Focus of the month: the "Mid Market" salary

The figures proposed to come from our analysis of the salaries of the sales representatives represented by Rocket4Sales.



RACHEL'S TIPS

For more information, I invite you to contact me to give you the precise amount. Here is the link to make an appointment: <https://rocket4sales.com/rendez-vous-rachel-rocket4sales/>.

ROCKET4SALES

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

Visit our website to make an appointment :
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