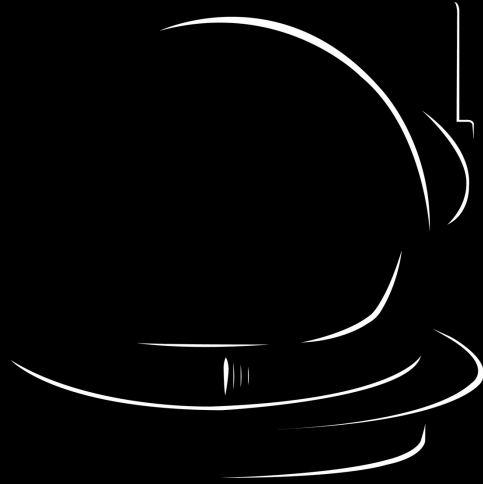


Half

number 5



Smart recruitment

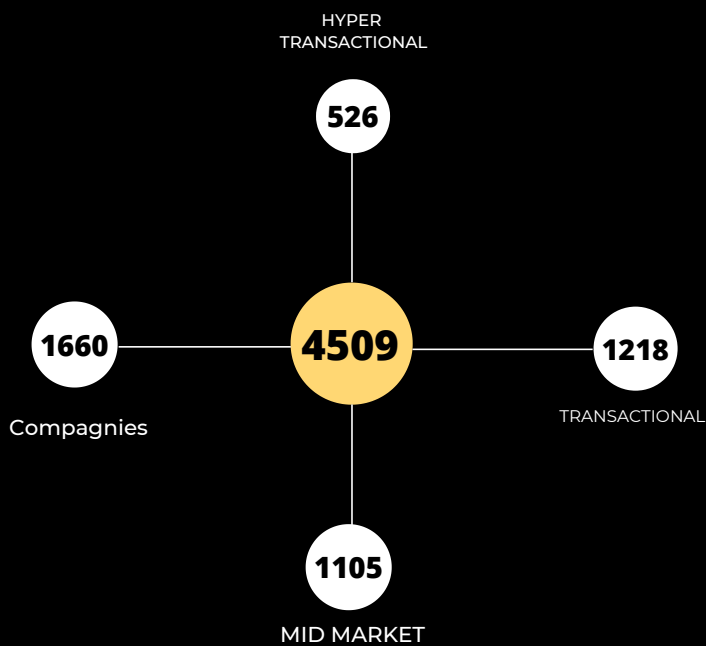
WEATHER

Forecast of the tech sales market

**Report of the first half
of 2021**

ROCKET4SALES

Offers according to sales typologies



A MARKET DOMINATED BY COMPANY

The number of job openings offered over the months equals to 4,509. The decline that began in April was confirmed in May and June.

FRENCH COMPANIES FACE THE CRISIS BRAVELY

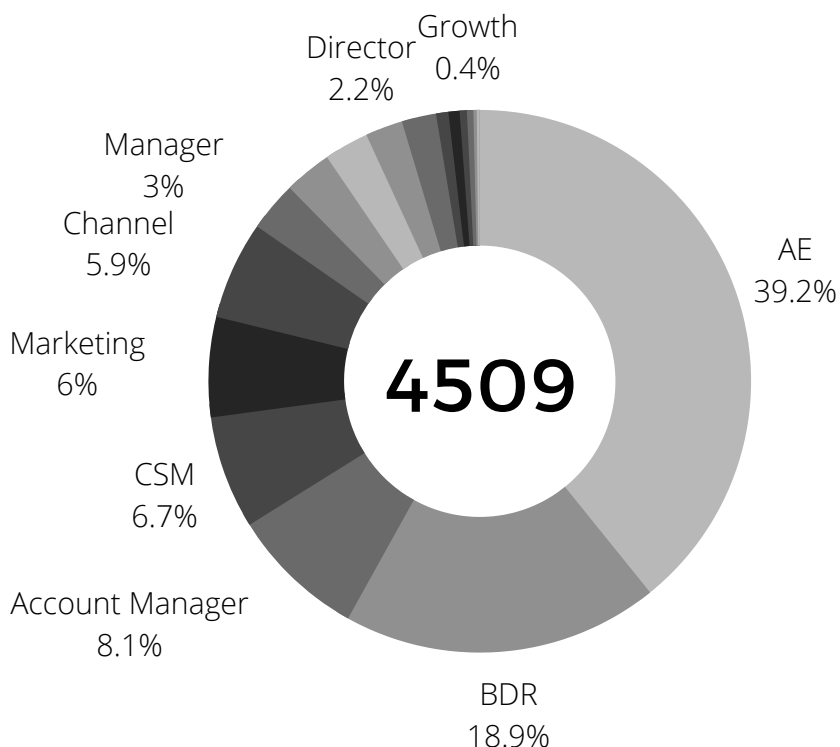


49% of French tech companies have recruited at least 3 people since January 2021, 16% have recruited more than 10 people.

STRATOSPHERIC FUNDRAISERS !

1	ContentSquare	Série E	408M
2	Ledger	Série C	312M
3	Back Market	Série D	276M
4	Alan	Série D	185M

Which positions are the most sought-after over the past 6 months?



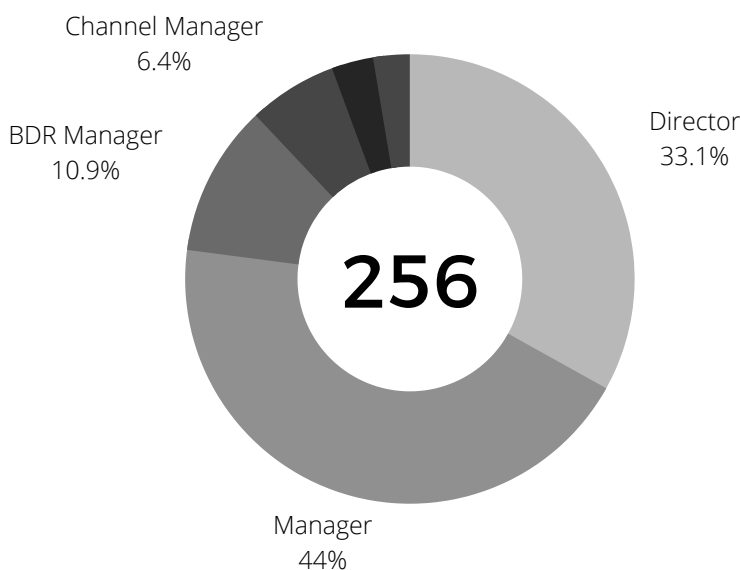
CLEMENT'S EYE

It is interesting to analyze the market breakdown over the first half of 2021. The Sales Ops market is still under-represented, with less than 3% of offers. On the other hand CSMs is developing even if it remains less developed than that of our British neighbors.

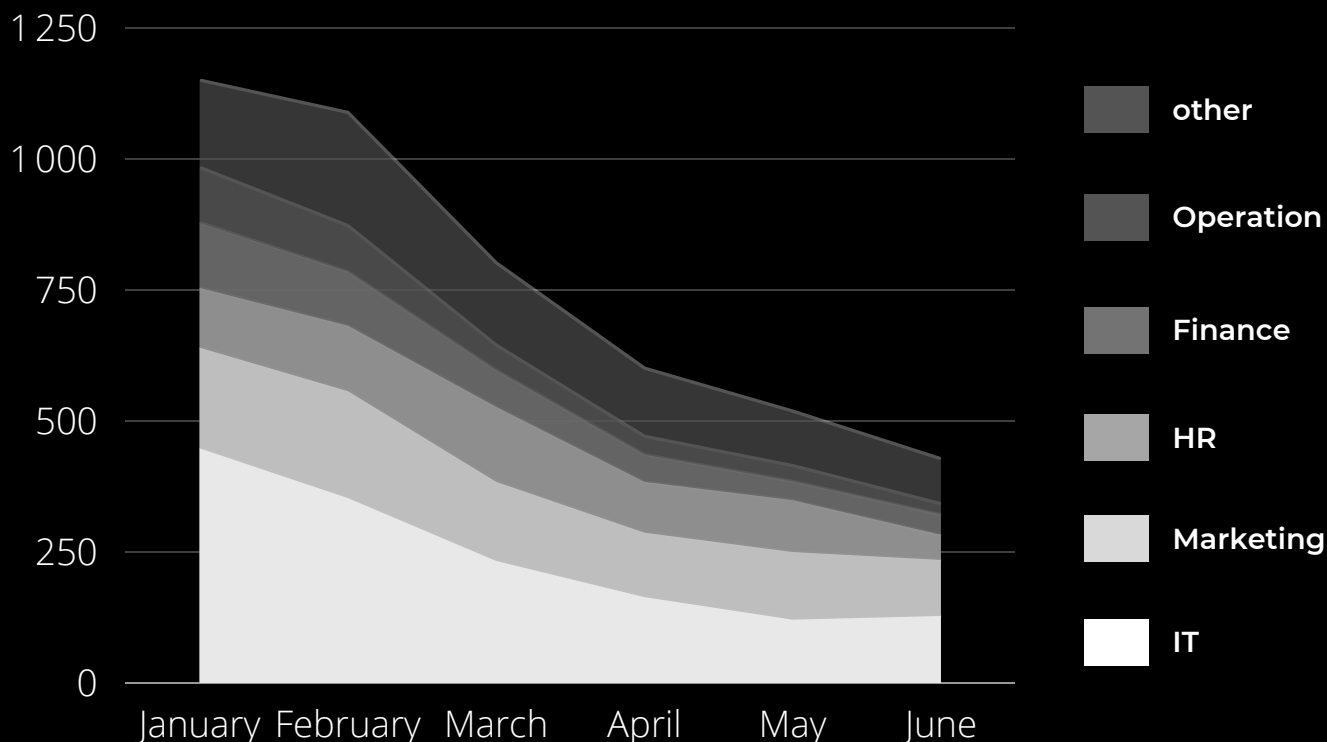
MANAGEMENT POSITIONS HIGHLY IMPACTED BY THE CRISIS

The trend tells us that companies are looking more to sell rather than change the strategic management of their sales forces.

The crisis has shown one thing: recurring income takes precedence over strategy development in an uncertain environment.



5 SECTORS REPRESENT 80% OF THE MARKET

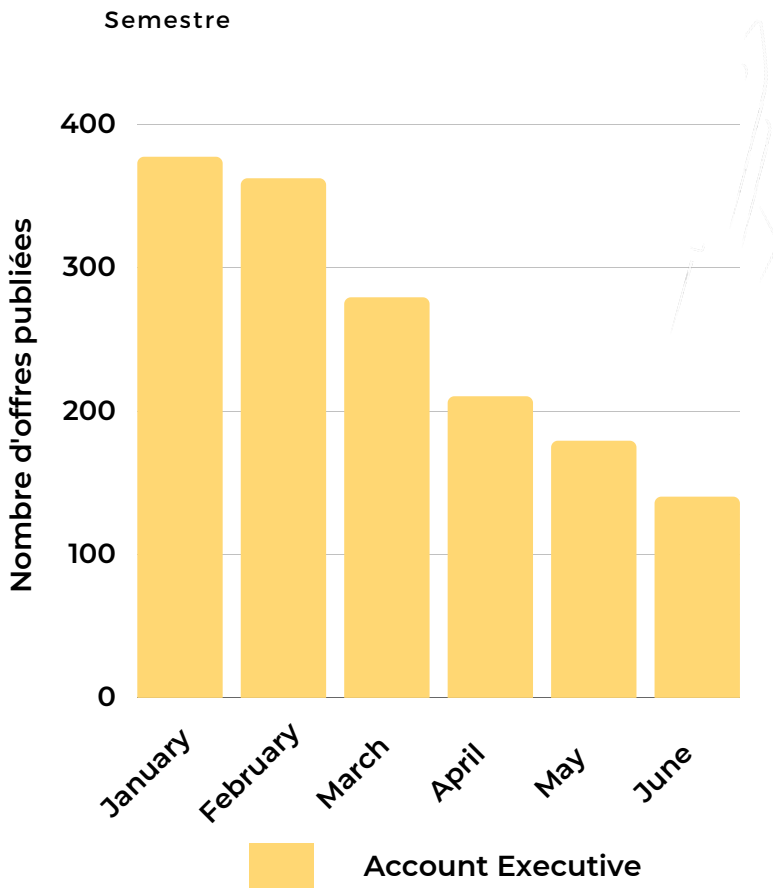


IT is the sector that has dominated the French market for many years. The Covid-19 has reinforced this trend. Since January 2021, IT has always represented at least 30% of the jobs published on LinkedIn.

The demand for HR solutions to facilitate remote recruitment and employee management has also exploded. This is why the HR sector represents 15% of the offers.

The top companies that have recruited in the last 6 months

COMPAGNY	MID MARKET	TRANSACTIONAL
Google 72	happytal 32	Skello 50
Salesforce 54	RingCentral 31	Aircall 46
Tableau 48	Mirakl 25	Younited C 44
Fortinet 42	TooGoodToGo 23	Cubyn 24
Dell Techno 41	CybelAngel 23	Swile 24



THE ANALYSES OF AES

AE's position represents around 40% of the jobs published in the last 6 months.



AMAURY'S EYE

Individual contributors were highly sought after at the start of the year to deal with the relaunch!

This demand subsides before the summer period to start again in September.

ÉVOLUTION DU MARCHÉ DES CSM ET DES SALES OPS



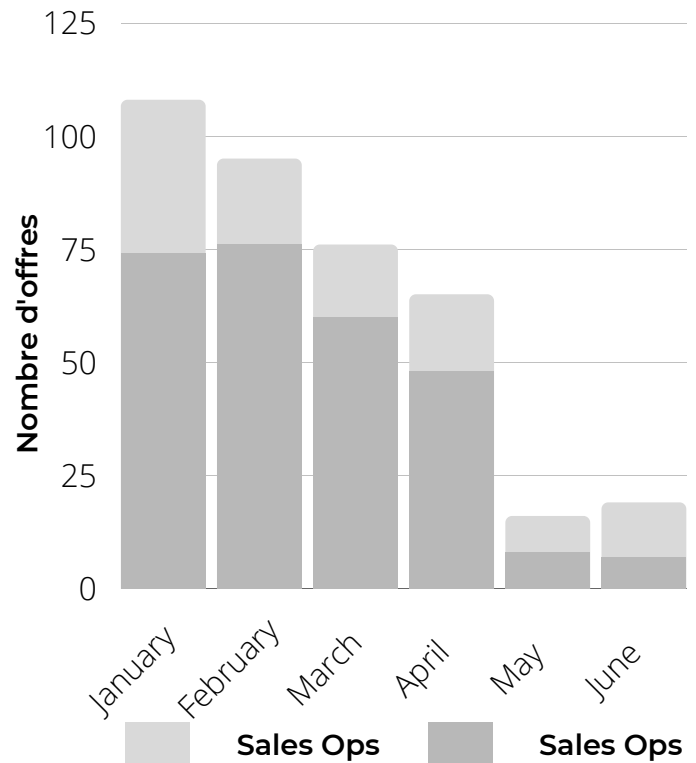
CLEMENT'S EYE

Already present in the USA and the United Kingdom, this role has started to make its entrance in France for some time.

If the health crisis has helped to understand anything, it is how necessary it is to have a team to help with retention.

This is why the demand for CSM is exploding in all sectors.

The Sales Ops market still remains at its budding state in France. Less than 3% of the ads posted on LinkedIn were for Sales Ops.



ROCKET4SALES

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and meet an agent?**

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