



Vendition & BrightTALK



About BrightTALK

BrightTALK is a B2B marketing platform that brings professionals and businesses together to learn and grow. With 11 million active B2B professionals on the platform, BrightTALK hosts virtual events and livestreams content for their clients.

About Vendition

Vendition is a Sales Development Apprenticeship program that supports Partner Companies in their recruiting, onboarding, and training efforts to prepare aspiring SDRs for a career in Tech Sales.

“This is one of the best teams we’ve had at BrightTALK. Great teamwork, getting along, cheering each other on.”



Jonathan Watanabe,
Sales Development Manager
@ BrightTALK



Before Vendition, BrightTALK dedicated internal resources to sourcing talent for all open positions. They also had some previous experience working with recruiting agencies. But in terms of a role-specific recruiter, this was their first time for the Sales Development function.

Vendition’s program allowed BrightTALK to free-up bandwidth, allowing their internal recruiter to focus on other roles - which Jonathan calls **“a huge value.”**

Ultimately, it was Vendition’s attractive business model and low risk that led BrightTALK to choose Vendition as their solution.

“There was no risk giving Vendition a chance, so why not?” Vendition’s program is flexible, something Jonathan appreciated as being “accommodating to our process.”

The Challenge

Finding good quality candidates is a challenge, even with a great internal acquisition team.

The SDR market is extremely competitive and for better or for worse, candidates have a picture in their mind of what this is going to look like. BrightTALK needed to find a way to augment their current SDR efforts and tap into a network of top tier SDR candidates without increasing internal headcount.

The Solution

BrightTALK relies almost solely on Vendition for sourcing quality and engaged sales development candidates with the right DNA.

The business model made sense and the company was also able to leverage Vendition's Instructors who could provide mentorship and act as support for the new SDR Apprentices.

Implementation

Getting started with Vendition is fast and easy. After just two 30-min sessions to discuss SDR criteria, BrightTALK was able to step back and let Vendition do the rest of the work sourcing the right candidates.

"The process to get candidates in the door from Vendition was very easy. Vendition was very receptive to our feedback and preferences and we appreciated their flexibility in accommodating our processes and making it as seamless as possible."

The Outcome

Using Vendition to source high-quality candidates has allowed BrightTALK to reallocate headcount on talent acquisition to focus on other roles. BrightTALK relies almost solely on Vendition for Sales Development talent acquisition.

Jonathan from BrightTALK says "Vendition has given us quality candidates with the right DNA. This is one of the best teams we've had at BrightTALK. Great teamwork, getting along, cheering each other on."

BrightTALK looks forward to a future where they have zero internal resources dedicated to SDR hiring and hopes to use Vendition exclusively as their one and only pipeline generator - domestically and abroad. Jonathan says "We are very confident in the people we have on the team. It was very easy! If Vendition breaks into EMEA and UK - you'd be our partner there too!"

"We appreciated Vendition's level of flexibility and accommodation of our process."

"Vendition has given us quality candidates with the right DNA."

"We look forward to a future where we use Vendition as our one and only pipeline generator - with zero internal resources for SDR hiring."