



Aventi Group

presents



# The Hiring Process Blues



QUARTERLY GOALS

EVENTS

PROGRAMS

NEW BIZ INITIATIVES

SOCIAL MEDIA



We understand the daily pressures of running an effective GTM organization



IT'S BEEN LONG IN COMING

And then the day comes, when you get approval to hire...



You begin dreaming of the day when

- the team is meeting all its objectives
- sales is hitting it out of the park
- team members are fulfilled

**...and you just might get that inevitably postponed vacation.**



Then the reality of hiring sets in...  
Hiring is hard, especially finding just the right go-to-market talent.

**566**  
applicants for every position

**72%**  
have a hard time finding skilled candidates



**6 MONTHS**  
or even longer



**1 WEEK**

**1 MONTH**

**THE OVERALL HIRING PROCESS**

**55 DAYS**  
avg time to hire for mid-level marketer<sup>1</sup>

The pressure to meet goals is relentless and doesn't wait for your new hires.



# It can seem like your dreams are light years away....



This is why we founded Aventi Group

We help leading B2B companies with strategy, execution, launch and scale of GTM initiatives. Customers bring us in to jump-start priority projects while they scale their teams.

## Aventi Customers

15Five

A10

Hewlett Packard Enterprise

Adobe

servicenow

AVNET

malwarebytes

LogMeIn

okta

SAP

zendesk

smartsheet

Airtable

Symantec

bamboohR

UNISYS

OPTIV

MICRO FOCUS

RECOMMIND

ABSOLUTE

Rockwell Automation

Avalara

250

engagements

100+

clients

25+

years in B2B software GTM

275+

B2B marketers with extensive corporate experience



# Aventi Group's Greatest Hits

Aventi helps its customers achieve exceptional results:

**20%**

revenue increase

**25+**

competitors profiled in 6 weeks

**20**

customer case studies in 8 weeks

**300%**

increased trial usage

**47%**

trial led revenue increase

**27%**

YoY blog engagement increase

**18.9%**

YoY follower increase



Get the help you need to achieve the results you want.



Aventi helped to accelerate my product, competitive, and content marketing initiatives...[they] consistently delivered improved results, including increased marketing ROI, more effective sales strategies, and more collaborative cross functional teams.

**Malwarebytes**



Aventi Group has the unique ability to bring in seasoned, experienced consultants who are able to take on high profile, time-sensitive projects and deliver them quickly with high quality. They are extremely flexible and took on a number of different types of work.

**servicenow.**



Aventi brings additional rigor and insight into our hypergrowth plans... very pleased with the Aventi team's strategic thinking, evidenced based conclusions, highly collaborative approach, and completing the project right on schedule.

**15Five**

# Our Customers

are finding us an invaluable resource to help jump-start projects while awaiting new hires.



## Aventi Delivers

- Quick ramp-up by seasoned GTM professionals
- Immediate engagement to drive your most urgent initiatives
- Rapid results that constantly exceed expectations

Read how these Aventi customers used Aventi to jump-start initiatives:

**15Five**

**servicenow**



**Aventi Group**

expertise. speed. results.

Let's work together to cure your hiring blues - Schedule a chat now.

[www.aventigroup.com](http://www.aventigroup.com)

+1 (415) 890-5434

[info@aventigroup.com](mailto:info@aventigroup.com)