

Account executive candidate sourcing worksheet

Compare spend, applicant quality, interviews, and hires by channel. Define a qualified applicant before counting one.

<https://accountexecutivejobs.com/blog/hiring-salespeople/source-account-executive-candidates>

Set the hiring criteria

Role and customer segment

Definition of a qualified applicant

Reporting period

Hiring owner

Use the same qualified applicant definition for every channel. Include agreed staff time in the cost. Review outcomes over the same period before comparing channels.

Channel plan and cost

Channel	Owner	Start date	Review date	Cost
Focused job board				
Company careers page				
Employee referrals				
Professional network				
Industry community				
Recruiting service				

Channel results

Count people consistently through each step. An accepted offer and a started hire are different outcomes.

Channel	Applicants	Qualified	Interviews	Offers	Accepted	Hires
Focused job board						
Company careers page						
Employee referrals						
Professional network						
Industry community						
Recruiting service						

Channel notes and next actions

Record applicant quality, follow-up actions, and the next review date for each channel. Cost per qualified applicant = total channel cost / qualified applicants. Avoid dividing by zero or comparing incomplete periods.