

PUBLIC INFRASTRUCTURE · B2G FIELD SALES

• CONFIDENTIAL SEARCH · NO PUBLIC ROLE POSTED

Account Executive, Texas. *Accepted in 16 days.*

TERRITORY	MARKET	COMPENSATION	FIRST-YEAR GOAL	DAYS TO ACCEPTED OFFER
Texas	State & local government	\$80K base · \$140K OTE	\$750K	16

THE DECISION THAT MATTERED

After an earlier regional finalist declined at offer, Brass Tracks benchmarked the seat: comparable public-sector packages ran \$145K to \$200K OTE, and the quota sat at 5.4 times OTE against a 4.6 times median. We recommended \$100K base and \$180K OTE. When the client held its package, we built the search and the close around what it could win on: territory ownership, a new statewide pilot, and six-figure deals.

01 THE BUSINESS MANDATE

BUSINESS PRIORITY	Expansion into new states, anchored by a statewide pilot, required a seller on the ground in Texas.
THE WORK	Build a territory from zero and carry a \$750K first-year goal through long, multi-stakeholder government cycles, with average deals above \$100K.
MUST HAVE	Proven hunting and territory creation, field presence, and the discipline to run complex public-sector sales.
RELAXED	Prior public-sector relationships, if the seller had sold complex technology to similar buyers.

02 SEARCH JUDGMENT

COMP	Peer benchmarks and a quota-to-OTE ratio above median pointed to a gap. The client chose to hold base, so we screened for sellers motivated by ownership and upside, and set the base ceiling before the first offer.
TARGET MARKET	Public-sector, infrastructure, industrial, telecom and complex B2B sales, where hunting and long cycles are the daily job, prioritizing sellers already selling to this buyer.
ENGAGEMENT	The hire was employed and weighing offers with higher bases. He engaged to own the product, the cycle and the relationships, and to build something long-term.

03 SEARCH FUNNEL

Candidates reviewed	88	CONVERSION	
Screened live	24	Reviewed to screened	27%
Presented	7	Screened to presented	29%
Finalists	3	Interviews per finalist	2
Offer accepted	1		

04 EVALUATION AND CLOSE

SALES CRAFT	HUNTER DNA	BUYER CROSSOVER
PRESENCE AND RESILIENCE		
HOW WE DECIDED	Two guided interviews per finalist, a peer seller then the VP of Sales. At consensus, Brass Tracks gathered independent reads before sharing its own, and the panel chose the finalist with industry experience, larger deals and the shortest ramp.	
THE CLOSE	We anticipated a higher base ask and agreed the client's levers before the verbal: territory expansion and a defined ceiling. The finalist accepted verbally the day of consensus.	

05 THE OUTCOME

HIRE SECURED	An in-territory SaaS seller with 7+ years in market and prior sales to the same buyer.
CAPABILITY ADDED	A dedicated owner for Texas pipeline and the regional expansion.
EARLY EVIDENCE	Strong feedback from sales leadership within his first two weeks.

"[Our VP of Sales] is speaking volumes about him."

COO, PUBLIC INFRASTRUCTURE TECHNOLOGY COMPANY

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Company and reference details are available upon request.

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