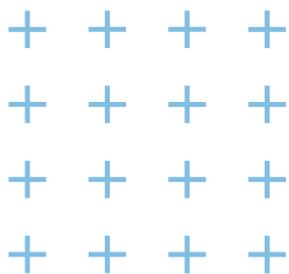


**THE**  
*sales*  
**EXPERTS**

# CASE STUDY

HOW WE HEADHUNTED  
3 SENIOR ADVERTISING VPS OF  
BUSINESS DEVELOPMENT IN 12 WEEKS



## CLIENT

Spark, launched in 1968 as AGI

---

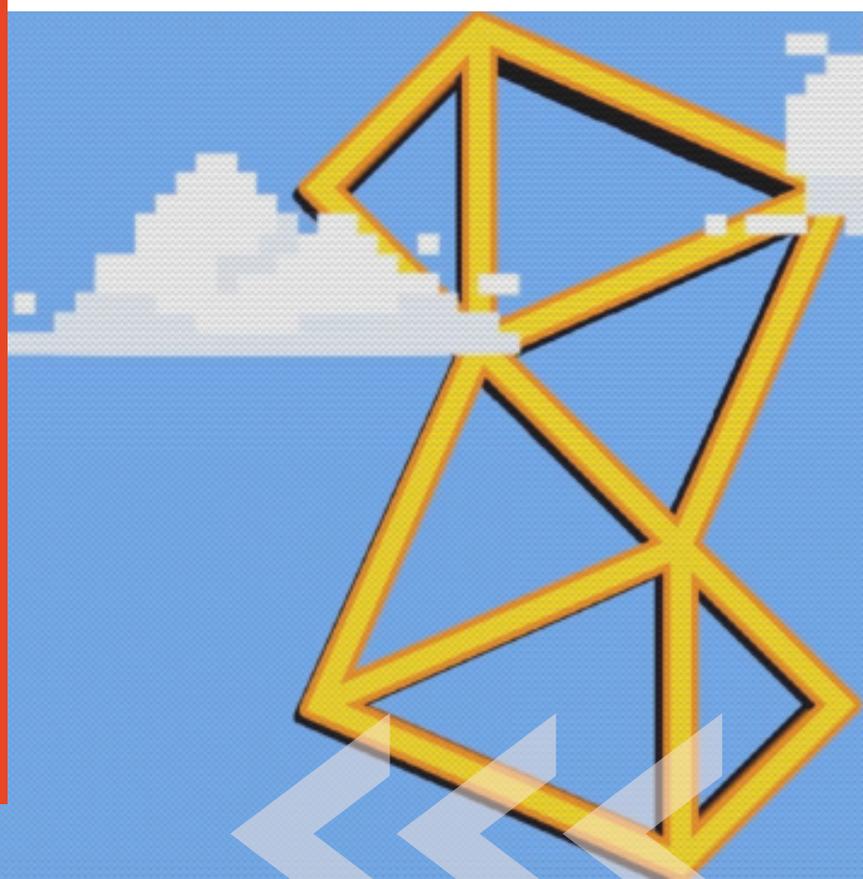
## SPECIALISATION

Design Services

---

## SUMMARY

Our client needed a rainmaker to sell their leading advertising services to a new generation of top flight global clients with a plan to hire additional 2 Vice Presidents Business Development within 12-months.



# KEY STATISTICS

## HUMAN RESOURCES

- 1** BUSINESS DEVELOPMENT MANAGER
- 2** SENIOR RECRUITERS
- 6** TALENT ACQUISITION MANAGERS

## TOTAL HOURS

**189**

## TIMEFRAME

**12** WEEKS

## CLIENT BACKGROUND

For more than 50 years our client has been at the forefront of marketing transformation. Launched in 1968 they became known as innovators in packaging. Now their services cover all omni channels from campaign assets to branded retail environments and packaging. They are recognized as a trusted brand guardian for creative and localisation solutions. Clients include Netflix, Microsoft, Universal, Boots and many more leading brands.

## REQUIRED ROLES

**1** Very senior VP Business Development role - **1 position.** And a plan to hire additional 2 Vice Presidents Business Development within 12-months.

Action-oriented, fearless Business Development Executive who loves to build business, coupled with a growth mindset. Responsible for the entire life cycle of a deal; from sourcing prospects and structuring sales plans to negotiating and implementing.

## RECRUITMENT STRATEGY

We have significant experience recruiting for sales roles within the Advertising sphere. One of the greatest challenges is that traditional advertising agencies do not employ sales people. We created a specialized database consisting of highly experienced Senior Advertising Sales Executives in London who have a proven track record of successfully completing the full sales cycle and selling to global brands. Base salary was up to £120,000 plus the potential to earn double that amount through performance-based incentives.

After we collected detailed résumés and support documents, interviewed each candidate and completed The Sales Experts - Sales Hunter Intelligence Evaluation Assessment© which identifies top sales performers, we presented the highest-rated candidates to our client for their review. Our client then conducted their own evaluation and series of interviews. Once the final selection was made, we provided assistance with the offer process to ensure a smooth transition for the chosen candidate.

# RESULTS

At first, a plan was to hire one Vice President Business Development and additional two within 12-months. In the end, our group of candidates were so compelling, company advanced their plans and hired three VPs - one for the U.K., one for EMEA and one for the USA markets.



- \*\*Cold Screening of Candidate Profiles**
- Agency Side Interviews Conducted**
- Candidates Presented**
- Client-side Interviews Conducted**

*\*\* Cold Screening represents the initial group of candidates identified as having a potential fit to the search parameters. These candidates were then contacted and those interested in the opportunity were further screened prior to scheduling Agency Side interviews.*

## CLIENT'S REVIEW

"The Sales Experts were an amazing partner in our search for highly talented Business Development VP's to head up our sales team. They vetted all possible candidates and presented options that were well prepared and on brief. We hired 3 outstanding executives. All in this was a great experience for Spark and I would not hesitate to recommend The Sales Experts to anyone looking to find experienced sales professionals."

What makes The Sales Experts Ltd different is the enormous focus on research and relentless search for the best possible candidates.

**JOHN BARKER**  
Chief Growth Officer, ASG/Spark  
Brighter Thinking