

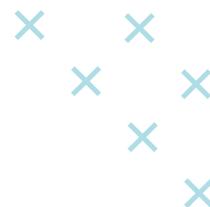


**THE**  
*sales*  
**EXPERTS**



# CASE STUDY

NAVIGATING GEOGRAPHICAL AND SKILL BARRIERS: A STRATEGIC RECRUITMENT SUCCESS STORY



## CLIENT

Boomerang Media

## SPECIALISATION

Advertising Services

## SUMMARY

A robust research-oriented headhunting voyage led to the successful recruitment of a stellar National Account Manager for a specialist Out of Home digital advertising firm, overcoming geographical and skill-specific challenges.





## CLIENT BACKGROUND

**Boomerang Media**, an acclaimed Out of Home digital advertising entity nestled just outside London, was on a mission to enlist a high-caliber National Account Manager.

The candidate not only needed to be within a manageable commuting distance but also had to possess a rich blend of agency and brand experience synonymous with top sales performers.

## KEY STATISTICS

### HUMAN RESOURCES

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

### TOTAL HOURS

**185**

### TIMEFRAME

**10** WEEKS

## REQUIRED ROLES

- 1 **National Account Manager**, outside London.

The Challenge:

**Geographical Proximity:** Essential to find quality candidates within a reasonable commuting distance.

**Skill and Experience:** Required blend of agency and brand experience significantly narrowed the candidate pool.

## RECRUITMENT STRATEGY

**Research-Based Sourcing.** Initiated with in-depth research to compile a database of potential candidates, focusing on the desired agency and brand expertise.

**Geographical Filtering.** Ensured potential candidates were within a reasonable commuting distance to Boomerang's offices.

**Engagement and Screening.** Engaged with shortlisted candidates to assess their interest, skills, and career aspirations.

**Profiling and Assessment.** Promising candidates underwent rigorous validation of their sales prowess and experience.

**Client Collaboration.** The top candidates were presented to Boomerang Media for further evaluation, fostering collaborative dialogue to ensure alignment and refine selection.

**Interview Coordination and Offer Negotiation.** Facilitated the interview process and offered negotiations to ensure a win-win scenario.

# RESULTS

## National Account Manager



- \*\*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.

The detailed, research-centric headhunting methodology not only bridged the geographical and skill hurdles but also expedited the recruitment timeline. Our collaborative ethos and a tailored recruitment strategy culminated in the successful placement of a National Account Manager who not only resonated with Boomerang Media's vision but also brought a wealth of relevant experience and sales acumen to the table.

The blend of our strategic foresight, relentless research, and client-centric approach crafted a recruitment success story, embodying a significant victory in the face of stringent recruitment prerequisites. Through this endeavor, The Sales Experts reaffirmed its prowess in navigating complex recruitment landscapes to deliver triumphant outcomes.



## CLIENT'S REVIEW

“ Boomerang Media has used The Sales Experts for senior sales recruitment over the past year during what has been an extremely challenging time for recruitment. Their approach is thoroughly professional, consultative, diligent, has scored notable successes for this company and has proved highly cost-effective. We intend to continue using Wyn and his team going forward. I cannot recommend them enough.

**Garfield Smith**  
Founder and CEO of Boomerang Media Ltd

