

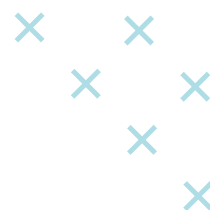


**THE**  
*sales*  
**EXPERTS**



# CASE STUDY

HOW WE HEADHUNTED A SENIOR  
NY BASED FINTECH NEW BUSINESS  
MANAGER IN 10 WEEKS



## CLIENT

Madrid headquartered IT company

## SPECIALISATION

Artificial Intelligence Solutions

## SUMMARY

Our client needed a rainmaker to sell  
a leading ESG AI platform solution for  
investment fund managers



## CLIENT BACKGROUND

Our client is a Madrid headquartered company that is focused on delivering a powerful tech platform that provides insights on the social and environmental impact of over 30,000 organizations with offices in Madrid, New York and London.

The target market for our client is mid-market to very large brands delivering critical client awareness through media insights.

A sustainability technology platform that uses machine learning to deliver environmental and social insights to investors.

## KEY STATISTICS

### HUMAN RESOURCES

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

### TOTAL HOURS

**185**

### TIMEFRAME

**10** WEEKS



## REQUIRED ROLES

- 1** One, very senior rainmaker role.

Master's Degree in business, engineering. 3+ years of experience in B2B sales. Experience in ESG funds/investing is a plus. Entrepreneurial mindset, hunger to grow a business, and willingness to work in a collaborative environment. Confidence to be a rainmaker.

## RECRUITMENT STRATEGY

We developed a custom database of Manhattan based, working, senior full-sales cycle Enterprise Sales Executives with Full Sales experience selling into fund managers, family offices and banks. Base salary was circa USD\$200K with double on- target earnings.

Our approach involved targeted research, connection, engagement, and presentation of the opportunity. We focused on reaching out to professionals with exceptional profiles and a proven track record of sales success.

We collected detailed résumés and support documents, interviewed each candidate and completed The Sales Experts - Sales Hunter Intelligence Evaluation Assessment©

Once our assessments were complete, we presented all top-rated candidates to our client for review. Our client conducted their own assessment and series of interviews. Upon final selection we assisted with the offer process.

# RESULTS

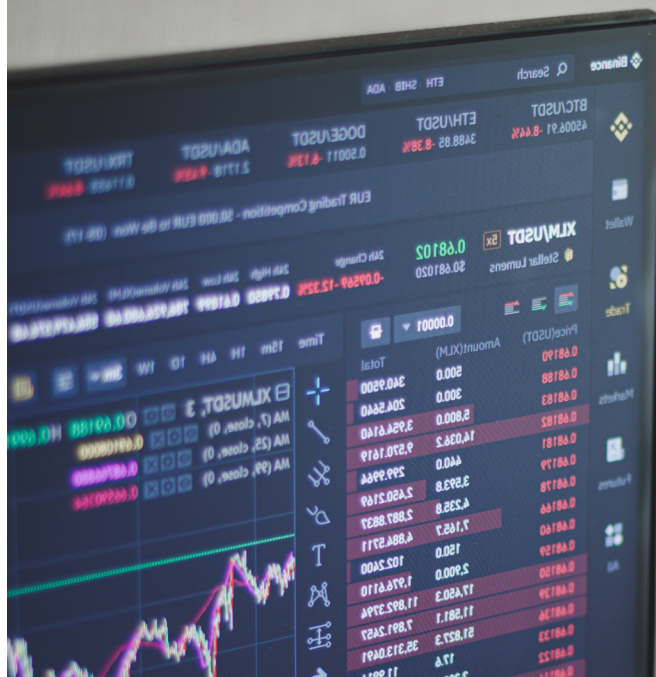
Our client had a focused streamlined recruitment process with a maximum of three interviews so we were able to close the role in 10 weeks.

## NY Based Very Senior Rainmaker



- \*\*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

“As the H.R. Manager for a high-growth software company in the ESG space, The Sales Experts successfully supported us to hire a Global ESG Software Senior Salesperson. The Sales Experts identified and attracted a number of highly qualified candidates who had extensive experience in the ESG software industry, excellent communication skills, and a deep understanding of the market and its trends. The successful candidate had a strong track record of success in sales and had consistently exceeded sales targets in previous roles.

The Senior Salesperson has excelled in their role, driving revenue growth and market penetration while building strong relationships with clients and stakeholders. Their strategic thinking and business acumen have been invaluable to the company, and they have become an integral part of the team.

