

THE
sales
EXPERTS

CASE STUDY

EMPOWERING DIVERSE WORKFORCES:
A TALE OF STRATEGIC FEMALE TALENT ACQUISITION



CLIENT

Tech Education

SPECIALISATION

Education and Employment in
Tech for women

SUMMARY

The Sales Experts embarked on a mission to assemble an all-female team of Senior Enterprise Learning & Development Sales Managers for a client dedicated to fostering young female technologists' careers in large enterprise businesses.



KEY STATISTICS

HUMAN RESOURCES

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

TOTAL HOURS

385

TIMEFRAME

16 WEEKS

CLIENT BACKGROUND

Our client, a London-based firm specializing in training and recruiting aspiring female technologists, aimed at enhancing the gender diversity within large enterprises. A crucial aspect of this mission was to recruit an all-female team of Senior Enterprise Learning & Development Sales Managers passionate about SaaS sales. The Sales Experts were entrusted with this ambitious recruitment project, with the challenges being multifaceted.

REQUIRED ROLES

Gender-Specific Recruitment:

Recruiting an all-female team (**4 positions**) in a male-dominated tech and sales industry was challenging, especially for senior managerial roles. It was crucial to find candidates with sales expertise and a passion for promoting female representation in technology amidst a competitive London market.

RECRUITMENT STRATEGY

Research-Based Headhunting Approach. Conducted thorough industry research to compile a database of potential female candidates with proven SaaS sales track records and a passion for tech diversity. Engaged with candidates through personalized outreach, highlighting the unique opportunity to merge sales skills with a gender diversity cause. Assessed candidates based on professional qualifications and mission alignment, working closely with the client to shortlist candidates ensuring they resonated with the project's vision and had desired SaaS sales expertise. Coordinated interviews, integrated feedback to refine selection, and facilitated offer negotiations for a win-win outcome, providing onboarding support for a smooth transition.

Outcome. The meticulous, research-centric headhunting strategy triumphed over the gender and industry-specific recruitment challenges, leading to the successful assembly of a passionate all-female sales managerial team. This accomplishment not only furthered our client's mission of promoting gender diversity in the tech sector but also showcased the profound impact of a tailored, research-based recruitment approach in navigating complex recruitment landscapes.

RESULTS

Senior Enterprise Learning & Development Sales Manager



- **Cold Screening of Candidate Profiles
- Candidates Presented
- Agency Side Interviews Conducted
- 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.*

CONCLUSION

Working with our client to create a female-gendered enterprise SaaS sales team was a challenge because, like the entire tech industry, female SaaS enterprise sales leaders are a small group.

The Sales Experts rose to the occasion with a research-based headhunting strategy. We formed a skilled all-female sales managerial team after identifying, engaging, and assessing potential candidates that align with our mission goals.

The Sales Experts achieved impressive results in their recruitment process. With over 1300 potential candidates sourced, 35 interviews conducted and 4 successful hires made, their efforts paid off both quantitatively and qualitatively.

This case study highlights the remarkable success achieved by The Sales Experts in overcoming gender and industry-specific challenges and also highlights the power of a tailored, research-based recruitment approach.

