

THE
sales
EXPERTS

CASE STUDY

HOW WE HEADHUNTED A COMPLETE
U.K. SALES TEAM CONSISTING OF
9 MID-MARKET/ENTERPRISE-LEVEL
SALES EXECUTIVES
AND A HEAD OF SALES IN 16 WEEKS

CLIENT

Canadian Software Company

SPECIALISATION

SaaS Solutions

SUMMARY

Our client required us to **build a team** of 9 Junior full-sales cycle Enterprise Sales Executives and to find 1 Mid-level Sales Team Leader to mentor the team. The search was completed within **16 weeks**.



KEY STATISTICS

HUMAN RESOURCES

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

TOTAL HOURS

329

TIMEFRAME

16 WEEKS

CLIENT BACKGROUND

Our client is an Ottawa, Canada headquartered Company focused on delivering a powerful, media database monitoring and analytics solution for tomorrow's communicators. With offices in Ottawa Canada, New Jersey, U.S.A. and London, England.

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

REQUIRED ROLES

1 London U.K. - Build a team of 9 Junior full- sales cycle Enterprise Sales Executives with Full Sales Cycle experience. Experience selling into Marketing/Media/ Public Relations - **9 positions.**

2 London U.K. - Mid-level Sales Team Leader to mentor and motivate the team toward success. Experience selling into Marketing/ Media/Public Relations - **1 position.**

RECRUITMENT STRATEGY

We developed a custom database of working, junior, full-sales cycle, enterprise level sales executives with experience selling into the Marketing/Media/PR sector. The mandate required us to set clear search parameters to select potential candidates with enough SDR lead generation and full sales cycle experience to close. We also were challenged with the limitation on a £45K basic salary (plus commissions).

The Mid-Level Sales Team Leader had to manage a team of 9+ salespeople while still being able to hit their own sales targets – a positive, driven, lead from the front, professional. With a base salary of £85K + commissions this position required a focused hands-on, ambitious sales lead.

We collected résumés and complete support documents, interviewed and completed The Sales Experts - Sales Hunter Intelligence Evaluation Assessment© for each candidate. Once 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. Our client had a focused streamlined recruitment process with a maximum of three interviews so we were able to close the 10 roles in 16 weeks.

RESULTS

Junior full sales cycle Sales Executives



Mid-level Sales Team Leader



- **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.*

CLIENT'S REVIEW

It was indeed a pleasure working with The Sales Experts, especially Polina, Mariia and Wyn, on our sales hiring in the UK. We found them to be effective, efficient and professional. They never wasted our time with candidates that were not relevant, screened and prepared. The Sales Experts agency should always be our first choice based on prior experience. It has been 10 months since we closed the last of the 10 U.K. hires provided by The Sales Experts and every candidate has since past probation and is thriving. Great results!

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