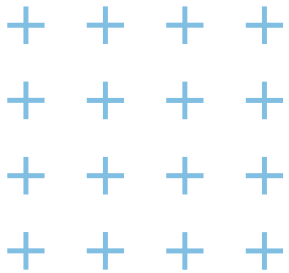


THE
sales
EXPERTS

CASE STUDY

HEADHUNTING A JUNIOR
BUSINESS DEVELOPMENT MANAGER
FOR A SALESFORCE GOLD PARTNER



CLIENT

Salesforce Gold Partner

SPECIALISATION

Digital solutions

SUMMARY

The Sales Experts Ltd. was commissioned to find a Junior Business Development Manager who would not only fit into the client's culture of innovation but also secure their projected growth in the fast-paced digital solutions sector.



KEY STATISTICS

HUMAN RESOURCES

- 1 BUSINESS DEVELOPMENT MANAGER
- 1 SENIOR RECRUITER
- 2 TALENT ACQUISITION MANAGERS

TOTAL HOURS

155

TIMEFRAME

11 WEEKS

CLIENT

Our client, a distinguished Salesforce Gold Partner, has been at the forefront of delivering customized Salesforce solutions for over 20 years. With a foundation built by seasoned consultants from a renowned firm, they work with small and medium-sized businesses to help them navigate and thrive in the digital age.

REQUIRED ROLES

1 **Junior Business Development Manager** with a unique blend of experience in cultivating business across diverse sectors, from aerospace to travel. The ideal candidate would not only understand global business development but also be adept at leveraging digital platforms to enhance customer engagement and drive continuous sales growth.

RECRUITMENT PROCESS

The task at hand was to pinpoint a professional who possessed a harmonious blend of Salesforce platform knowledge, business development acumen, and the innate drive to cultivate and convert strategic relationships into successful business outcomes.

Reflecting on past triumphs in niche sectors, The Sales Experts Ltd. formulated a **customized recruitment strategy** tailored to the client's high standards of service and expertise.

1. **Specialized Talent Search.** Creating a selective pool of candidates with a background in technology sales and a foundational grasp of Salesforce's suite of products.
2. **Intensive Vetting Process.** A multi-layered screening approach to evaluate the technical and sales prowess of candidates, ensuring alignment with the client's cultural ethos.
3. **Engagement and Outreach.** Candidates were engaged through targeted communication, highlighting the role's transformative potential within the client's organization.

A thorough search was conducted, targeting candidates who exhibited:

- A fervent passion for tech-driven sales.
- An entrepreneurial mindset to match the client's dynamic operational style.
- A cooperative attitude, crucial for the collaborative environment that the client prides itself on.

RESULTS

Senior Business Development 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.*

CONCLUSION

The Sales Experts Ltd. successfully identified and placed a Junior Business Development Manager who was a perfect fit for our client's innovative culture and strategic goals. The outcome was a direct result of our tailored approach and thorough understanding of the client's unique requirements, ensuring they secured a candidate capable of contributing significantly to their ongoing success in the Salesforce sector.