

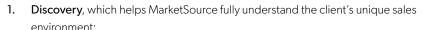
## IT Services Firm Quickly Decreases Time-To-Fill for Strategic Sales Role

## **OVERVIEW**

A \$4 billion international IT services firm recognized that its internal recruiting team needed help in quickly filling openings for high-level sales talent. Openings for key sales positions would stay open for months at a time, representing a significant loss of revenue. The client sought a specialist sales recruiting firm to identify, screen, attract, and hire top performing sales talent within an aggressive timeline. This partner would need to quickly source and place candidates with a demonstrated track record of success in their current roles who would also be a cultural fit within the client's organization.

## **ACTIONS**

MarketSource employed its proven, metric-based **Engagement Process** to meet the client's deadline and quickly fill these positions with the best talent available. MarketSource's proprietary 7-step process centers on:



- 2. Requirement Qualification, which covers client success profiles, culture, compensation, etc.;
- B. Research, including client and industry benchmark analyses;
- Source and Screen, where customized sourcing strategies are developed and implemented to achieve the client's goals;
- 5. Rank and Select, where candidates are evaluated across a number of key criteria and top talent is selected;
- **6. Present Top Candidates**, where qualifications of the top talent are summarized and discussed with the client, along with MarketSource's recommendations and selection rationale; and, finally,
- 7. Client Interview and Selection, where the client actively interviews the top candidates and provides feedback, resulting in an offer to the chosen candidate(s).



## **RESULTS**

Utilizing the Engagement Process, MarketSource quickly leveraged its team of recruiters and existing pipeline of talent to quickly place several high-level solution sales professionals who could successfully carry and achieve multimillion dollar quotas through selling complex solutions to multiple stakeholders. MarketSource met the client's deadline, averaging a 2-month time span from qualification to offer acceptance, which was significantly less than the client's time-to-fill of approximately 6 months.

As a result of the initial project's success, the client continues to engage MarketSource. A consultative partnership has developed over time in which MarketSource has gained an in-depth understanding of the client's business model and culture, enabling MarketSource to anticipate recruitment needs, saving the client additional time and money.