

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:



1. **Discovery**, which helps MarketSource fully understand the client's unique sales environment;
2. **Requirement Qualification**, which covers client success profiles, culture, compensation, etc.;
3. **Research**, including client and industry benchmark analyses;
4. **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.