

# Telco Provider Quickly Fills High Volume of Key Sales Positions

## OVERVIEW

An \$11B S&P 500 communications services company needed to expand its B2B sales force across both existing and new markets in multiple regions. The client sought a trusted partner capable of delivering a high volume of qualified candidates fast, as an entirely new sales team had to be hired within 3 months to meet a launch timeline.

## ACTIONS

The client called on MarketSource to assist in hiring sales professionals in 16 markets across the country. To “win the war for talent,” MarketSource utilized its proven, metric-based **Engagement Process**, its team of experienced recruiters, and its comprehensive pipeline of existing talent to quickly provide the client with the needed sales resources. 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

MarketSource met the client’s timeline and placement objectives by providing the client with 56 hires, including Small, Medium and Enterprise Account Executives, Sales Engineers, and Regional Sales Managers within a three-month time frame. As part of an ongoing, consultative partnership, the client continues to utilize MarketSource to hire additional sales talent across the country.