

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.