

A recruitment campaign to ramp up a sales and pre-sales team quickly

Our client is an Infrastructure Software and Services Company. They are committed to delivering innovation and they are relied on to manage and support some of the world's most complex messaging environments. They are a Microsoft Gold Partner for consulting, the UK's only Symantec Technical Support Services Partner and the leading provider of Symantec Enterprise Vault in EMEA.

The scope of our work

We were tasked with recruiting 3 sales people and a pre-sales person quickly to enable rapid growth following a very successful previous 12 months.

The approach we took

We set the expectation that our search activity would take at least two weeks to come up with good CV's and we set about identifying the people who met their criteria.

We believed that our key differentiator was our ability to source top performing sales and marketing professionals who were not necessarily looking for a new role and our search activity played a major part in sourcing the candidates. In fact, whilst we did advertise, all the candidates eventually selected for interview (including the pre-sales candidates) came through our search activity.

The deliverables we presented

We shortlisted our preferred candidates and presented their CV's. Our CV to interview ratio was extremely high and the majority of the candidates we put forward were not looking for a new role and were top performers in their existing sales jobs. With regard to the CV's for the pre-sales specialist, our client was seeking SharePoint expert. Before approaching Mead Partners with this assignment, they secured the services of a specialist SharePoint recruitment company who were unable to find a candidate who met their criteria. They asked Mead Partners to help in conjunction with the sales search.

From receiving the initial job description to an offer being made, the average was about six weeks for each of the sales roles. This involved a three stage interview process but our client helped keep momentum going as they were very efficient at providing feedback quickly and arranging the next interview dates.

With regard to the Sharepoint expert, we quickly identified the target companies that their ideal person would be working and we found a candidate who was offered the role within three weeks of us receiving the initial request.

They have all now passed their probation period and are producing some excellent results.