

Building the sales team through Head-Hunting

The project was conducted over a period of 6 months

SITUATION

The company is the local branch of a famous multinational, market leader in its field of activity. As its activity in Romania has recently started and is developing, the main need was to build in the shortest time a competent and strong team of sales persons with the objective of successfully maintaining the relationship with the Romanian clients and developing the company's portfolio through consultative selling.

Because of the niche area, the specific features of the company's activity have considerably restricted the competing organizations where the potential candidates could have gained a suitable work experience.

PERSPECTIVE GROUP'S APPROACH

- Clarifying together with the client the criteria that compose the needed profiles (experience, skills, attitude, development potential, etc.) as well as the difficulties and restrictions that the market imposes;
- Agreeing with the client on the offered salary package so that we can know the limits of negotiation with the potential candidates;
- Establishing the strategy and the period of time we have at disposal for the project;
- Analyzing the labor market and identifying the potential sources for finding the right candidates;
- In parallel, analyzing our own database;
- Using an adequate approach depending on the specific features of every domain (e.g. a method may prove to be excellent for obtaining good results in Publicity, but it may as well prove to be a total failure in looking for specialists in technical domains);
- Approaching directly the candidates with high potential, identified through market research, not by their own application for a job;
- Promoting this job to the candidates identified through "head-hunting";
- Analyzing the percentage of success for each new candidate selected for hiring as well as his/her suitability with the team, the company's management and the organizational culture (through specific evaluations with appropriate instruments to each category of criteria);

- Offering consultancy to the company's management throughout the entire process and support in taking the final decisions of selection and hiring;
- Offering consultancy in what concerns the induction procedure and effective methods of strengthening and developing the team;
- Follow-up – following in time the evolution of both the team and each individual.

RESULTS

- Creating in short time a strong and performing team in concordance with the company's values and development objectives.
- Identifying and placing loyal employees, skilled sales persons and most of all perseverant and motivated by this type of consultative selling in which the results come in time and a negotiation can last also years.
- Increasing the portfolio of clients as the sales persons were able to negotiate and close high value contracts.
- Increasing the company's brand awareness on the market.
- Increasing the company's sales volume as well as the turnover and profit.

