

## Investing in high calibre Telemarketing, Telesales and Internal Sales Executives can have a huge impact on overall sales performance

An attractive offering and well-managed hiring process is essential to compete for in-demand recruits and deliver the resource you need on time to support business growth



AIT Ltd is a solutions-focused organisation providing print and copy management software, access control and ID solutions, email and web security services. Passionate about delivering exceptional service, they required an **Internal Solutions Consultant** with best-in-class mentality to support their expanding Business Development Team.

**Grassroots Recruitment has been supporting growing IT Software firms like AIT since 2008, placing permanent and contract Telesales, Telemarketing and Junior Sales staff across all levels and technologies. Our industry expertise and candidate attraction methods enable us to deliver robust, scalable hiring solutions resulting in reduced cost per hire, shortened hiring cycles and high-calibre appointments.**

### Key Challenges:

- Telephone-based sales roles are less desirable in current market
- Small 'active' candidate pool for sales executives of sufficient calibre
- High demand for applicants increases likelihood of counter-offers and drop-outs
- Risk of prolonged hiring cycle due to candidate availability

### Our Approach:

Grassroots offers a consultative, value-added approach to attracting and resourcing high calibre recruits. Drawing on our expertise in the Sales Sector, we were appointed as an exclusive recruitment partner to AIT to plan and deliver a solution which included:

- Providing market insights and benchmarking to enable the positioning of the vacancy as a competitive permanent sales role
- Designing Candidate Attraction Strategy and promoting Employer Value Proposition (EVP)
- Using a variety of traditional and innovative resourcing methods including online advertising, database searches, networking and headhunting to attract

*"This was the most efficient recruitment process I have been involved with. Grassroots took time to understand our organisation, products and markets... The whole process was expertly coordinated and I was kept up to date at all times... Professional, efficient and focused recruitment with Grassroots has saved me a lot of valuable time and found us a great new member for our team!"*

Nikki Evans, HR Manager

- active and passive candidates
- Undertaking in-depth applicant screening to refine a targeted CV shortlist
- Providing a high level of candidate and client consultation to ensure a swift and efficient selection process
- Supporting the hiring decision with effective offer management and referencing

### Our Results:

Grassroots provided a simple, transparent solution which helped promote an internal software sales vacancy as an attractive opportunity for top quality candidates in the local market. By being engaged on an exclusive basis, we were able to act as an advocate of the AIT employer brand, using attraction and selection methods tailored to their individual resourcing needs.

Due to the level of pre-screening undertaken, only 8 CVs were presented to AIT – all of which were selected for a telephone interview. Four applicants were then invited to a face-to-face interview, with two being successful in progressing to a final stage presentation interview. Within 19 days, a comprehensive three-stage process was undertaken and the successful candidate appointed.

*"Incredible service...always on top of the whole procedure with excellent communication and guidance. I would highly recommend Grassroots for their professional, friendly service."*

Candidate comments, January 2016

