

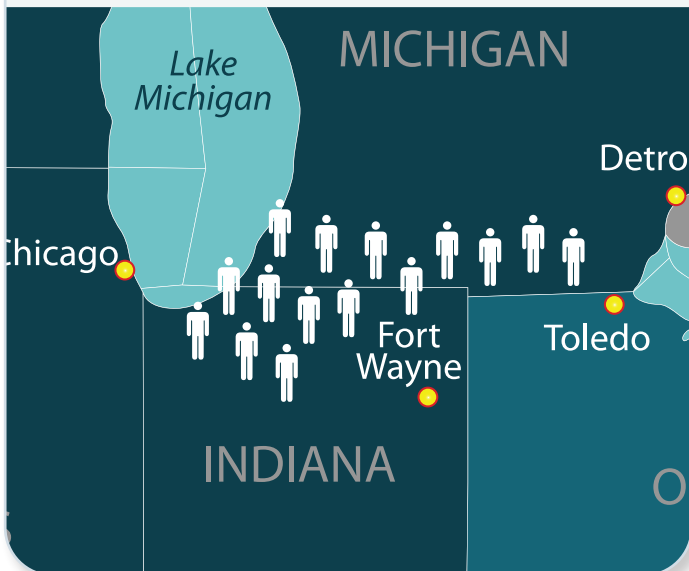
Case Study

Sourcing Top Candidates to Bring Proven Experience to an Organization



The Position

Amplify Recruiting (Amplify) worked in conjunction with a Sales Xceleration® Advisor to find the best candidate to fill a new Director of Sales and Marketing role for a client with a territory covering western and southern Michigan and northern Indiana. Amplify was able to search for the right person with a proven track record and deliver a higher-level candidate to the client for the role they needed to fill.



The Approach

- Invested significant time in research, developing a thorough understanding of the client's industry, preparing to represent them professionally while serving as their eyes and ears in the marketplace.
- Assigned a dedicated recruiter to connect with top candidates in the field.
- Used innovative sourcing techniques for the candidate search due to a large number in the territory being subject to non-compete agreements.
- Overcame candidates' resistance to moving to a rural location.



The Result

A veteran VP of Sales and Marketing was hired with a strong culture fit. His experience and talents were an enhancement from what the role initially entailed, giving the client confidence to move into a new market and meet their growth goals.



How Amplify Helped

- Partnered with the client to create a customized ideal candidate profile (ICP) that captured skillset, mindset attributes, and corporate culture benchmarks.
- Built a roadmap for the process based on the ICP that was created.
- Gained a clear understanding of the company culture through collaboration between the CEO, dedicated recruiter, and Sales Xceleration Advisor to accurately represent the client in the marketplace.
- Created a customized talent acquisition strategy that was tailored to the unique aspects of the role covering both leadership and management, to help locate the most elite candidates.
- Identified top candidates who were currently employed.
- Engaged in discussions with top candidates to discuss the career opportunity and effectively sold them on pursuing the new position.
- Used advanced behavioral interviewing techniques and mindset evaluations to ensure candidates possessed the required skill set and mindset needed for this complex role.
- Narrowed the pool to five qualified candidates in less than four weeks.
- Finalized the hire in under two months.



How Amplify Insights Helped Shape the Role to Deliver the Right Candidate

The dedicated recruiter listened carefully to the client's needs. After the initial phase of the search, the recruiter helped them change their mindset on what the perfect candidate should look like to get more qualified candidates. Based on this observation, the recruiter suggested that the client adapt the role to increase its scope, stature, and territory. That shift enabled the recruiter to identify a **rock star leader** with the ability to **fill the role** plus **handle additional responsibilities within the budgeted salary range**.

To learn more about our expertise in sales recruiting, contact us:

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