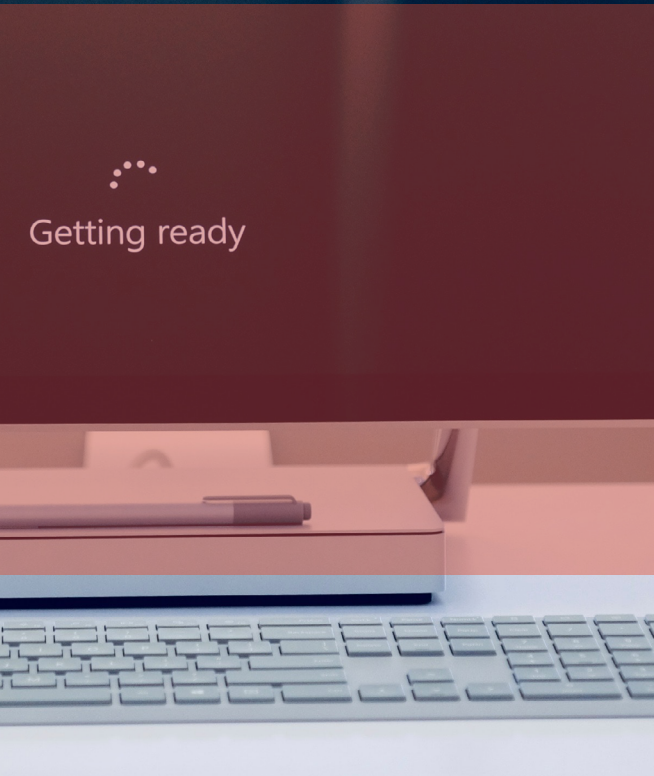




**THE**  
*sales*  
**EXPERTS**



Getting ready

# CASE STUDY

SECURING A SENIOR BUSINESS  
DEVELOPMENT MANAGER FOR A  
LEADING MICROSOFT GOLD PARTNER



## CLIENT

Microsoft Gold Partner

## SPECIALISATION

Software Development

## SUMMARY

A prominent Microsoft Gold Partner, specializing in delivering comprehensive Microsoft solutions, engaged The Sales Experts Ltd. for an executive search. The mission was to recruit a Senior Business Development Manager.



## CLIENT BACKGROUND

With a legacy of nearly two decades, our client has carved a niche as a one-stop-shop for businesses seeking to leverage technology for growth. As a channel partner in Microsoft's ecosystem, they offer expertise in Dynamics 365, NAV, GP, CRM, and Office 365, catering to a diverse clientele across central London and beyond.

## KEY STATISTICS

### HUMAN RESOURCES

- 1 BUSINESS DEVELOPMENT MANAGER
- 1 SENIOR RECRUITER
- 2 TALENT ACQUISITION MANAGERS

### TOTAL HOURS

165

### TIMEFRAME

10 WEEKS

## REQUIRED ROLES

1 One Business Development Manager. The challenge was to identify a seasoned 'rainmaker'—an individual with a deep understanding of the Microsoft product suite and a track record of driving business growth.

## RECRUITMENT STRATEGY

The Sales Experts Ltd. created a tailor-made recruitment plan to attract candidates who not only excelled in sales within the tech sector but also had a profound understanding of the Microsoft environment and the digital needs of modern businesses.

A thorough recruitment process was undertaken, involving:

- 1. Tailored Sourcing.** Creating a pool of candidates with a specific focus on those experienced in selling Microsoft solutions and managing complex client ecosystems.
- 2. In-depth interviews.** Conduct comprehensive interviews to assess candidates' sales expertise, technological proficiency, and strategic vision.
- 3. Cultural Alignment.** Ensuring candidates fit with the client's culture and values, essential for a Senior Business Development Manager role.

After a thorough search and selection process, The Sales Experts Ltd. presented an array of qualified candidates to the client, who then carried out their internal review and interviews. The search concluded with the successful appointment of a highly capable Senior Business Development Manager who stood out for their innovative approach and business acumen.

# RESULTS

## Senior Business Development Manager



- \*\*Cold Screening of Candidate Profiles
- Agency Side Interviews Conducted
- Candidates Presented
- Client-side Interviews Conducted

*\*\* Cold Screening represents the initial group of candidates identified as having a potential fit to the search parameters. These candidates were then contacted and those interested in the opportunity were further screened prior to scheduling Agency Side interviews.*



# CONCLUSION

This case demonstrates The Sales Experts Ltd.'s ability to navigate the complex recruitment landscape for specialized technology roles. By leveraging our deep industry knowledge and recruitment expertise, we were able to identify and deliver a top performing candidate who not only met the client's immediate needs but also stood to contribute significantly to their long-term growth objectives. The successful placement underlines the importance of a focused and collaborative approach to securing top sales talent in the competitive technology sector.

