



THE
sales
EXPERTS



CASE STUDY

GLOBAL RECRUITMENT CAMPAIGN
FOR A LEADING VOIP
TELECOM PROVIDER



CLIENT

VoIP Telecom Provider

SPECIALISATION

WebRTC services

SUMMARY

The Sales Experts Ltd. was chosen to lead the recruitment of a team comprising 5 Business Development Managers and 1 Customer Success Manager, spread across strategic locations including London, New York, Miami, San Diego, Munich, and Hague.



CLIENT BACKGROUND

A prominent Voice over Internet Protocol (VoIP) Telecom provider, offering revolutionary WebRTC services and operating across the EU and Americas, sought to expand its dynamic team, spread across strategic locations including London, New York, Miami, San Diego, Munich, and The Hague.

KEY STATISTICS

HUMAN RESOURCES

- 1** BUSINESS DEVELOPMENT MANAGER
- 3** SENIOR RECRUITER
- 6** TALENT ACQUISITION MANAGERS

TOTAL HOURS

275

TIMEFRAME

15 WEEKS

REQUIRED ROLES

- 5** Business Development Managers.
- 1** Customer Success Manager.

Our client required a robust team capable of supporting and expanding their innovative CloudComms® portfolio, designed to deliver premium telecommunications services, across strategic locations including London, New York, Miami, San Diego, Munich, and Hague.

RECRUITMENT STRATEGY

The challenge was to find individuals who could understand and sell complex WebRTC solutions like Sword, Trident, Hydra, and Halles and were adept at fostering long-term customer relationships.

Leveraging our extensive experience in high-stakes headhunting, The Sales Experts Ltd. developed a detailed headhunting plan:

- 1. Global Talent Pool Development.** We cultivated a database of candidates with a strong background in B2B sales and an understanding of the telecommunications and WebRTC technology landscape.
- 2. Cultural and Technical Alignment.** Each candidate was assessed for their technical prowess in VoIP services and their cultural fit within the client's innovative and customer-centric ethos.
- 3. Personalized Engagement.** Potential candidates were engaged through a personalized approach, emphasizing the client's commitment to cutting-edge solutions and customer service excellence.

RESULTS

5 Business Development Managers
and 1 Customer Success 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.*

The process was divided into distinct phases:

1. Sourcing and Screening. A global search resulted in a diverse pool of candidates, followed by detailed initial screenings.
2. In-depth Interviews. Conducted to assess candidates' sales expertise, understanding of WebRTC technology, and alignment with the client's vision.
3. Client Collaboration. Close collaboration with the client ensured that the recruitment process was aligned with their specific needs and expectations.



CONCLUSION

This extensive recruitment initiative demonstrated The Sales Experts Ltd.'s capability to navigate a complex global market and execute a targeted search for specialized roles. The triumph of this campaign highlights our dedication to serving our clients, our ability to adjust to changing circumstances, and our unwavering pursuit of excellence. Through our efforts to recruit top-quality professionals for our client, we not only met their immediate staffing requirements but also provided them with the essential personnel required for long-term success and innovation in the telecommunications sector.

