

# CASE STUDY

## Search & Selection solutions for a B2B Market Research Firm

### Background

This market research company based in Pune, is a well established start-up and was looking at hiring top notch talent for some of the **top positions** in their global sales team. The candidates were to be hired only from tier 1 organisations.

One of the positions to be hired was of **SENIOR VICE PRESIDENT, PUNE.**



### Challenges

- Client needed industry- specific sales experience and candidates had to be open to travel for 90% of the time.
- 90% travel time proved to be a deterrent to convince candidates as it affects their personal & family life.
- There were no specific work timings and the work was supposed to be done round-the-clock as the clients of the organization are spread globally.
- It was a start-up, so it was not easy to convince candidates from top notch organizations to join them.

### Solutions

- We undertook a detailed research on the target companies and picked out the specific companies where we could find the candidates
- We scheduled discussions with the Managing Director to ask for top pointers to sell the role and the firm to the candidates.
- We convinced the client to let people work-from-home or give flexibility in terms of work timings, since it's a 24x7 job.

### Results

- We closed the Senior Vice President position at a salary of INR 4.75 million.
- The candidate who joined was from one of the top consulting firms and joined within a month's time.

**Service Offered:**  
Selection

**Duration** - 1 month

**Location covered** – Pune

**Role Hired For:** Sr. VP