

THE
sales
EXPERTS

CASE STUDY

MID-MARKET ENTERPRISE
SALES DEVELOPMENT REPRESENTATIVE -
A LONDON INITIATIVE IN 8 WEEKS

CLIENT

IT Company

SPECIALISATION

Data integration and
management solutions

SUMMARY

Our client, a global leader in data integration and management solutions, embarked on a mission to hire a Mid-market Enterprise SDR for their London office. We completed search in 8 weeks.



KEY STATISTICS

HUMAN RESOURCES

- 1** BUSINESS DEVELOPMENT MANAGER
- 2** SENIOR RECRUITERS
- 6** TALENT ACQUISITION MANAGERS

TOTAL HOURS

192

TIMEFRAME

8 WEEKS

CLIENT

Our client, a global leader in data integration and management solutions, embarked on a mission to hire a Mid-market Enterprise SDR for their London office. This role was uniquely designed for ambitious individuals aiming to fast-track their career towards becoming a Sales Executive within a year.

REQUIRED ROLES

- 1** Mid-market Enterprise Sales Development Representative in London

The ideal candidate needed to demonstrate exceptional communication skills, a proactive approach to lead generation and full cycle sales processes, and a keen interest in technology sales.

Our client offered a comprehensive onboarding program and a competitive salary package.

RECRUITMENT PROCESS

The primary challenge was to identify candidates with not only the right skill set but also the potential and ambition to rapidly grow into a Sales Executive role.

Our client required candidates with:

- Strong foundational sales skills and a drive to learn.
- The ability to understand and articulate complex technological products.
- A strategic approach to generating new business leads.
- Strong full sales cycle and closing skills.
- Exceptional interpersonal and communication skills to engage effectively with potential clients.

To attract the right talent, a targeted search strategy was employed, focusing on candidates with a blend of academic achievements in relevant fields, early career experiences in sales or technology, and a clear motivation for career progression. The recruitment process involved detailed screening, skill assessments, and interviews focused on identifying candidates with a growth mindset. Our client's commitment to employee development and advancement was highlighted.

RESULTS

Mid-market Enterprise
Sales Development
Representative in London



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

CONCLUSION

This recruitment process not only filled the immediate need for a Mid-Market Enterprise SDR but also aligned with the company's strategic vision of nurturing talent from within. By investing in individuals with high potential, our client ensures a pipeline of future leaders, ready to drive business development and contribute to the company's growth.

This case study provides a blueprint for successfully recruiting a Mid-Market Business Development Manager with the potential for rapid career progression, demonstrating our client's commitment to talent development and the strategic importance of entry-level roles in shaping the future sales force.