

Building long-term partnerships: The key to finding the right candidates for your business

By building a long-term partnership with Initiate, Alternative Networks – the UK’s leading independent business communication service provider – has maximised its ability to quickly find talented, high calibre IT sales people and minimised its time spent on recruitment.

The challenge

In 2000, Alternative Networks was a young, fast-growing and highly successful company that nevertheless faced problems attracting talented sales people into a relatively unknown brand. Recruitment was often a long, arduous and expensive process that didn’t necessarily lead to the right candidate being recruited. Following an initial, in-depth discussion of their requirements, Alternative Networks asked Initiate to provide the right candidates for a variety of sales roles at different levels, ranging from telemarketers to strategic sales people and sales managers, and hitting time scales and headcount plans.

Our approach

Initiate is unique because we specialise in recruiting only sales people in the IT and telecoms marketplace. We have a seven-year track record in building sales teams for Fast Track 100 businesses and focus on fast-growing small and medium-sized companies where sales managers often are under huge pressure to find the right people quickly to hit their targets.



James Murray, CEO of Alternative Networks:

“We now have the luxury of being able to just pick up the phone, tell Initiate who we need, by when, and how much it should cost, and rest assured that they will deliver the right sales people - on time, and within budget.”

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We therefore fully understood Alternative Networks' recruitment needs and knew that their sales managers had no time to waste. By drawing on our exclusive, up-to-date pool of more than 22,000 talented sales people, always seeking and following up referrals, and putting every candidate through a rigorous three step interview process, we began delivering high performing sales people to Alternative Networks within four weeks of our initial meeting.

The outcomes

Since 2000, we have provided Alternative Networks with 69 sales people for roles ranging from hard-to-fill sales positions to entry-level roles. Our strong personal relationships with staff at every level, and our in-depth knowledge of the company's needs, enables us to immediately identify new candidates who will suit their requirements. We continue to recruit for Alternative Networks on a regular basis, most recently recruiting 75% of a new 8 person sales team within the required two-month time frame. The vast majority of the sales people we have recruited for the company are high performers who are still successful there today, including in leadership positions.

“Today, we know exactly the kind of sales person Alternative Networks is looking for, and can set up an interview for the right candidate within 24 hours of meeting them. You can't buy that kind of knowledge and experience – it is built up over time. That's what long-term partnerships are all about.”

Adam Hardman, Director, Initiate

Why long-term recruitment partnerships are best for business:

- ***We get to know your company and your specific needs better. This maximises our ability to find you the right sales people, on time.***
- ***Personal relationships of trust develop between your sales managers and our recruitment consultants, greatly reducing the time spent discussing your requirements every time you need to fill a role.***
- ***We talk to hundreds of candidates every week. The better we know your company, the quicker we can identify the candidate who will suit your needs.***



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