

Initiate builds an elite sales team for MessageLabs

By relying exclusively on Initiate to recruit its new sales people, MessageLabs had a highly skilled, 11-person sales team ready in just six weeks.

The challenge

MessageLabs is the world's leading provider of email security and management services, and has more than 11,000 clients and offices in eight countries. In the summer of 2004, MessageLabs needed a new sales team comprising 11 new business sales people who could hit the ground running in just six weeks. Rather than relying on many different recruiters to find individual candidates for each position, MessageLabs recognised the potential benefits of building a strong partnership with just one company. Initiate tendered for the project and won on the back of a solution that had been carefully tailored to suit MessageLabs' needs.

Our approach

In order to find suitable candidates for MessageLabs, Initiate used its exclusive, up-to-date database of more than 22,000 talented sales people, as well as referrals, job boards, and advertisements in The Times. Our unique web-based pipeline management tool enabled MessageLabs to remotely monitor each candidate's progress through the interview process.

Having thoroughly vetted more than 450 candidates through in-depth telephone interviews and face-to-face meetings, Initiate planned and facilitated three assessment days in MessageLab's Gloucester offices. The assessment days comprised presentations by all candidates, psychometric testing and cold calling tests.



*Chris Tottman,
Chief Commercial Officer, MessageLabs:*

“Relying on one company to recruit an entire sales team was a new strategy that proved to make excellent commercial sense. Initiate delivered a successful sales team on time and within budget.”

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This enabled MessageLabs' recruitment team to meet personally with 35 carefully selected candidates and test their skills and potential. Once the right people had been identified and offered a position, Initiate took up their references and assisted in negotiating their contracts.

The outcomes

The August holiday season is a notoriously difficult time to recruit; however Initiate delivered within the requested six week time frame. MessageLabs gained 11 highly skilled, proven sales achievers who continue to enjoy successful careers with the company.

“We decided to work with Initiate because they took the time to fully understand our needs and develop a bespoke recruitment solution. Initiate has demonstrated a professional, thorough and carefully thought out approach to recruitment and a great track record in building sales teams.”

Bobbi Heath, Academy Programme Manager, MessageLabs

“Having the freedom to build the entire team meant that Initiate could help MessageLabs find exactly the right group of people and get them up to speed extremely quickly.”

Adam Hardman, Director, Initiate



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