



**SGA Talent**  
**Providing Talent & Intelligence To Corporations & Executive Search Firms**

**Case Studies - Together We Win The War For Talent**

SGA Talent Research- Recruiting - Talent Intelligence  
September 2018



## Together We Win The War For Talent



SGA Talent - HERE FOR YOU CULTURE is one where people feel heard and supported so each can help both internal and external clients. It's about making the team know they are valued.

# The SGA Talent Team

*Talent Problem Solvers Since 1989*



Sheila Greco

**Leader, Mentor, Contributor**

Since 1984 Sheila has been assisting clients with creating recruiting & delivery strategies to meet each talent challenge



Joe Morse

**Execution Master 22 Years**

Since 1995 Joe has lead and contributed to the team's successful execution of recruitment research and talent intelligence delivering results our clients have come to expect



Tony Carbone

**Recruiting Project Maestro**

Since 1996 Tony has been a team player and leader who without a doubt is prepared to get the job done. Tough on the team and himself, failure is never an option



SGA Talent Team

**Teamwork Is Our Strength**

Our goal is to pull together the right team of recruitment research and talent advisors to meet each client's talent needs successfully

**Together With Our Clients We Win The War For Talent**

# The Proven SGA Talent Process

## Kick- Off Meeting

Understand Client's Objectives, Prepare Target Lists, Create The Action Plan, Set The Project Strategy, Discuss Execution Methodology & Process, Establish Update Call Meetings

## Team Work

We Never Outsource - When You Hire SGA Talent You Are Hiring A Team Of Recruitment Research & Recruiting Professionals Working Together To Achieve Each Client's Goals

## The Process

Create Robust Talent Pool, Gather Profiles & Contact Data, Tap Into Networks, Proactively Recruit, Collect Intelligence, Compare & Contrast Candidates to ensure qualified candidates fill the pipeline

## Present

Present Interested, Qualified Candidates, Keep The Flow Of Candidates Steady Until The Hire Is Made - We also Share Intelligence and data discovered during the recruiting process

## Repeat

Over 90% of our business is repeat business - Together With Our Clients, We Win The War For Talent

# SGA Talent Providing Talent & Intelligence To Corporations & Executive Search Firms

## 5 Case Studies To Show How We Do It



# Global Marketing Company Case Study

## **Position:** Software Sales Representatives

### **Challenge:**

The new Executive Vice President of Sales inherited an under-performing team and needed to recruit “superstars” fast. This hiring manager used our services in the past and expected us to recruit sales professionals quickly and begin to fill a pipeline of qualified candidates who would require little training. It was necessary that each new hire be a hunter that could bring on new clients with little support as well as maintain existing relationships with long standing clients. His target candidate would have experience selling software with a 3 – 9-month sales cycle and could exceed a minimum of \$1.5 quota.

### **Action:**

SGA Talent teamed up with the internal talent acquisition leader and within 10 days, the new Executive Vice President of Sales received 9 qualified sales candidates followed by 3-4 new candidates each week until the hiring manager believed he had met his goals. Our 2-person recruiting team along with our team of 2 recruitment research professionals could provide a constant flow of candidates right out of the gate. As our recruitment research team created robust talent pools, our recruiters were tapping into our significant network of software salespeople, allowing our recruiters to spend time connecting, recruiting, vetting and presenting quality candidates quickly.

### **Result:**

SGA Talent was able to present qualified, ready to be hired candidates for bi-weekly interview days for eight consecutive weeks allowing the hiring manager to focus on what he needed to do in his new role.



# Global Medical Device Company

## Positions: Territory Managers & Specialist

### Challenge:

Our client is a Global Fortune 1000 Medical Device Company headquartered outside of the United States. With the decision to move from a distributor salesforce to direct salesforce our client was looking for a team of recruiters who could assist with this big move. Initially trying to recruit from their own networks and with some success, the Executive Vice President of Sales knew he needed help to meet their hiring goals. With the demand of hiring 40 Territory Managers and even more specialists within a 2 -3-month timeframe our client turned to us for support. With limited recruiting support at corporate our team had to work directly with the hiring managers, all of whom had different recruiting needs within their region. It was up to us to keep the recruiting process moving while managing the expectations of each hiring manager.

### Action:

New client, long-time friend the pressure was on. Internally we quickly pulled together a team of experienced recruitment research professionals with a mandate of mapping out the competition top to bottom. Simultaneously, we assigned 4 recruiters each responsible for 2 hiring managers. The first job of the recruiter was to have kick-off meetings with each Region Manager and create a recruiting strategy that was in accordance to their recruiting needs. Next the recruiters reached out to their networks, used the information provided in robust talent pools that were specifically created for each region to begin to connect and recruit. As the search for hunters and sales professionals who were top performers continued, the team never slowed down, until the job was complete.

### Result:

Great efforts by the team! Within the first 3 weeks we had our very first hire. Having bi-weekly interview days, hiring managers who were action oriented and ready to hire, the team was able to accomplish their goals. As we continue to help our client hit their hiring numbers, the team only gets stronger.

# Global Media Agency Case Study

**Positions:** Chief Financial Officer, Account Director DTC, Analytics Analyst, Insight Analyst, Director Digital Investment, SEO Executive

## **Challenge:**

Our client is a fast-growing agency which needed additional recruiting support to assist its internal talent acquisition team to meet their hiring demands. With that said, the Talent Acquisition leader was not looking to replace the team but looking for a partner who could scale and was agile enough to work on multiple assignments with the goal of recruiting 3-5 qualified candidates per assignment and then moving on. The need for speed and quality was the goal. It helped that our team had worked with the leader before so she felt confident that we understood the mandate. However, initially the internal team was a bit reluctant and felt a bit threatened but quickly learned that we were acting as an extension of their team, available to do the heavy lifting and work alongside them so that they could hit their aggressive hiring goals

## **Action:**

SGA Talent needed to pull together a team of recruitment research and recruiters with experience in this space as well as assign a project leader who would work directly with each of our client's recruiters to ensure each job opening had a steady stream of qualified candidates in the pipeline. While doing so, our team had to be agile enough to stop working on assignments when 4-5 candidates had been presented and move on to the next to keep the flow of candidates moving forward. For some of the newly assigned roles that needed attention, or for those roles that were a bit challenging, constant communication amongst the team was imperative. Much to the team's credit, together we could meet the hiring demands, fill the roles quickly and figure out a great recruiting process that continued to meet the demands. Our recruitment research team was very instrumental in keeping the recruiters flow of potential candidates moving by creating very specific talent pools that contained names, emails, telephone numbers and profiles providing recruiting efficiency.

## **Result:**

SGA Talent could present a steady stream of qualified, ready to be hired candidates and agile enough meet the ever-changing recruiting goals. Today we continue to work with this team.

# Global Executive Search Firm Case Study

## **Positions: Director of Business Intelligence, Director of Talent Acquisition, Vice President Sales, Vice President Analytics & Director of Purchasing**

### **Challenge**

Our client is a well-established global executive search firm with limited resources in the United States and needed to partner with a company that could do both recruitment research and recruiting, as well as scale quickly. Their client was a consumer packaged goods company that was experiencing turnover due to new leadership. Never working with this client before, we met personally for the initial kick-off meeting to set the team's objectives, goals, process and deliverables. As with many of our executive search partners, recruitment research is almost always a necessary step to the recruiting process and needs to be very accurate. With that said, our recruitment research team was tasked with creating comprehensive organization charts of competitors along with contact information as part of our goal.

### **Action:**

SGA Talent pulled together 3 teams to accomplish these recruiting goals. Each team was assigned one recruiter and one recruitment research professional. Within 2-3 weeks each team presented 3-6 candidates and continued to fill the pipeline until each hire was a successful one. The relationship between SGA Talent and our client grew stronger and stronger each week creating a win-win partnership for all involved.

### **Result:**

SGA Talent could present a steady stream of qualified candidates with over 90% of those presented were interviewed by our client. All of our research gathered was shared with our client who in turn shared it with their client. Since it was used for recruiting and to show organization structure, the deliverable was presented in both organization chart format and excel. This project lasted 3 months from start to finish with 5 successful new hires. Once this project was completed we were asked to remain on retainer to conduct a succession planning project.

# Boutique Executive Search Firm Case Study

## Position: Marketing Leader

### Challenge:

Our client is an established boutique executive search firm which outsources much of their recruitment research and recruiting activities. Their client is a private equity firm who was in need of a marketing leader with global experience, a minimum of 15-20 years experience, and had been through at least one or two mergers. It was also preferred that this leader have communications experience with an MBA from a top 25 business school. Understanding this was a difficult assignment, our client decided to have us map out the 100 Fortune Global companies in search of the ideal candidate. A long standing client Partner of ours, we knew this was going to be a process that will yield the results his client wanted.

### Action:

Having worked with this client before we knew exactly what to do. We began the process by identifying and mapping out each marketing leader and in some cases leaders followed by gathering profile information, as well as contact information. Next we were tasked with comparing and contrasting each professional so that our client would contact only the stars as represented by their career history and education.

### Result:

His methodical approach to search combined with our recruitment research capabilities produced a slate of “A” players within a 3 week time frame. He was also able to share all the information with his client showing the value of his work and success.

# SGA Talent – Your Partner For Winning The War For Talent



Recruitment Research, Recruiting, Talent Intelligence, Succession Planning,

Diversity Recruiting & Intelligence

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