

Case Study

Expanding Sales Team for Global Cloud Communications Provider in the German Market

Client: Global Cloud Communications Provider

Industry: SaaS, Telecommunications

Company Size: 100-200

Location: London, England



Overview

Due to rapid growth in the UK, the client aimed to replicate their success in Germany by hiring five German-speaking SDRs and one Account Executive to establish a sales team in the DACH region.



The Challenge

The primary challenge was finding highly skilled candidates with 2-3 years of experience who were fluent in both native German and high-standard English. Despite efforts, the client's in-house recruiters struggled to find the right talent. Additionally, their existing recruitment partners charged 20% per hire, creating a financial strain. The company needed a more affordable and effective solution to make multiple hires efficiently.



The Approach

Glee Talent adopted a multifaceted strategy tailored to the client's needs:

- 01 Targeting Passive Candidates:** We focused on passive candidates already succeeding in sales roles (SDRs and AEs) within the SaaS industry. These candidates were proficient in both German and English, bringing the necessary experience and language skills.
- 02 Expanding the Talent Pool:** To maximize opportunities, we broadened the search to include recent graduates and junior sales professionals with strong potential. This approach allowed us to tap into a wider pool of high-quality candidates, including both entry-level and experienced talent.

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Strategic Marketing: By leveraging the client's position as a leading player in hybrid communications, we crafted targeted marketing campaigns. We highlighted their unique value proposition and capitalized on the growing interest in remote work, particularly emphasizing their innovative technology and public market success. This helped attract high-caliber candidates with enthusiasm for emerging technologies.

The Solution

We implemented a comprehensive two-stage screening process to ensure that all candidates met the stringent language and sales proficiency requirements. Candidates underwent thorough phone and video assessments to evaluate both their sales skills and language fluency. Additionally, a brief writing assignment was used to confirm competency in both German and English.

To further bolster the process, we launched an extensive headhunting campaign, sourcing 40 candidates with diverse levels of experience, from junior to senior positions, particularly for the Account Executive role. We provided consultation on salary benchmarks to ensure competitive compensation packages, helping the client avoid losing top talent to other SaaS companies.

By positioning the client as a fast-growing, publicly traded company similar to industry leaders like Zoom and Microsoft Teams, we were able to attract top-quality candidates eager to join their team. This strategy not only filled the required roles but also strengthened the client's employer brand in the market.

Results



Candidates Sourced:

40



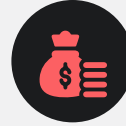
Candidates Placed:

6 (5 SDRs, 1 Account Executive)



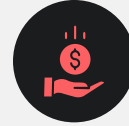
Additional Hire:

1 Software Engineer



Cost Per Hire

£1600



Cost Savings:

£41,400 due to Glee Talent's cost-effective recruitment model.

Through a strategic and tailored approach, Glee Talent delivered a solution that met the client's growth objectives while significantly reducing recruitment costs. The client successfully expanded their sales team in the DACH region, positioning themselves for continued growth in the European market.