

Howard Jackson and Celsius Case Study - Kevin Lyons

High Quality IT Sales People Essential for Business Growth

Kevin Lyons is the Human Resources Director at Advanced Computer Software. Established in 2008, Advanced Computer Software is a leading provider of software and IT services to the public, private and not for profit sectors, which enable organisations to improve efficiency, reduce costs and drive growth. With approximately 1,900 staff serving 20,000 customers throughout the UK, Advanced Computer Software is one of the largest listed UK based software companies.

Kevin has held senior management roles for many years and through experience he understands how high calibre, experienced sales people can add tremendous value and revenue to businesses. Kevin also knows how investing time and effort in training intelligent graduates can pay dividends quickly as they are willing to work hard and to learn new skills. Furthermore, untrained graduates can be quickly moulded to become professional sales people that work in the specific ways required by individual companies.

Over the years, Kevin has often used the services of Howard Jackson (HJ), a specialist IT sales recruitment company to recruit experienced IT sales people. In total, Kevin has recruited thirty professional IT sales people from Howard Jackson so far. These sales people have been recruited for New Business and Account Management Sales roles and all have proved to be extremely successful in bringing revenue to the businesses they were recruited to work for. Kevin has also frequently used the services of Celsius Graduate Recruitment, Howard Jackson's sister company, to recruit bright, articulate graduates that could be developed into the strong IT sales people they had the qualities and capabilities to become.

In 2010, the Sales Director at of the Health and Care division at Advanced Computer Software wanted to recruit more good sales staff for the business. Kevin immediately suggested that he should speak to Howard Jackson as he knew they specialised in this area and they would be able to help quickly. The Sales Director contacted Howard Jackson and explained to one of the HJ Branch Managers that he wanted ambitious IT sales people that would be open to new ideas and could be trained to follow the working methodologies of Advanced Computer Software.

Celsius Takes Up the Challenge of Finding IT Sales People

The Howard Jackson Manager listened intently to the Sales Director's requirements, then referred him to Celsius Graduate Recruitment, as in this instance, recruiting graduates from Celsius was more appropriate for the Sales Director's needs. In addition, Celsius would provide full ISMM (Institute of Sales and Marketing Management) sales training to teach the graduates the necessary skills and techniques to become successful sales people. Plus, the graduates would be able to develop their skills and be trained to work in the specific ways that were required by the company. Then, when the graduates had passed the training course successfully, they would be rewarded with a Celsius ISMM Diploma in Professional Sales.

Advanced Computer Software's Sales Director contacted Celsius and gave them a brief explaining the attributes that he wanted the graduate sales people to have and the ways in which he wanted them to present themselves. Celsius provided a series of graduates for him to interview that had already successfully passed through Celsius' Graduate Recruitment Days and Celsius' other detailed assessment processes. When the Sales Director interviewed the Celsius graduates he found that the standard of graduates was very high. The graduates were all well presented and intelligent people with the drive to become successful sales people. Consequently, the Sales Director hired twelve Celsius graduates to become field sales people. All of the graduates achieved the Celsius ISMM Diploma in Professional Sales and they are all still working as successful sales people at Advanced Computer Software years later.

Calibre of IT Sales People Shows in Revenue Generated

Kevin Lyons explains, "The calibre of the Celsius Graduates was excellent. They all had the intelligence and initiative that has enabled them to become the first class sales people they are today. We were keen for all the graduates to undertake and complete the Celsius ISMM Sales Training too. This provided them with the foundation sales skills to become very successful sales people."

Kevin continues, "Our Health and Care Division has exceeded its target by a large amount again this year, this is due to the graduates we recruited from Celsius. I highly recommend Celsius and I will use them for all our graduate recruitment needs in the future. Plus, if we need more experienced IT sales people, we will ask Howard Jackson to help us, as they operate to the same high standards as Celsius. Howard Jackson and Celsius Graduate Recruitment are very easy to work with. They fully understand the briefs we give them and they provide candidates that are absolutely suitable. We trust them to make the right judgements and to supply the right candidates for us and they do so, without fail. This is because they know what kind of sales people and graduates we need."

Kevin summarises, "We have been growing by 20% every year and that is in no small part because of the sales people we have recruited from Howard Jackson and Celsius. Their recruitment processes are smooth and seamless and they do not waste our time by sending us inappropriate candidates to interview. Every time we have used Howard Jackson and Celsius for recruitment they have nailed our requirements exactly and provided the IT sales people we needed to deliver first class results with minimum input from us."

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