

Howard Jackson and Celsius Graduate Recruitment Case Study - Steve Klin

First class recruitment makes all the difference

Steve Klin is the Chief Operating Officer at Blue Sheep, a leading provider of multi channel marketing software and services established in 1986. Blue Sheep enables companies to analyse data, manage effective sales campaigns and gain actionable marketing insights into B2B and B2C companies.

Steve has held Sales Director, Sales Manager and Managing Director positions in software, IT and telecommunications businesses for over 20 years. Therefore, he has years of experience in recognising and nurturing talented IT and technology sales professionals. Steve knows exactly what type of sales people he is looking to hire and he is quick to recognise the critical key performance indicators demonstrated by successful salespeople.

Steve's relationship with Howard Jackson and Celsius Graduate Recruitment began in 2004 when he was Sales Director at a UK email marketing and database company. At the time he was struggling to recruit the right professional IT salespeople to generate revenue and business growth. A fellow sales professional suggested that he should contact Howard Jackson, an IT sales recruitment consultancy, to help him find successful IT and technology salespeople.

When Steve contacted Howard Jackson, he spoke to Dave Shields, the Operations Director. He explained that he was looking for several salespeople at the beginning of their careers that he could develop into high performing IT sales professionals. Dave explained that Howard Jackson specialises in recruiting experienced IT sales people at more senior career levels. However, as Howard Jackson's sister company, Celsius Graduate Recruitment, specialises in finding and placing graduates with IT and technology companies, they would be able to find suitable graduates for Steve.

Finding the right people boosts business revenue

With this strategy in mind, Steve contacted Celsius and asked them to put forward eight intelligent, capable graduates that he could quickly mould into the professional sales people he needed to improve business revenue. It was essential that they were able to fully understand and explain the features and benefits of the company's products and services and to sell these to potential clients.

Steve comments, "I was highly impressed by Dave Shields, Howard Jackson's Operations Director and Celsius Graduate Recruitment right from the start. They went through a defined and detailed process to understand my exact requirements and business objectives. Plus, they only put forward graduates that had the intelligence, drive and determination to become the successful sales people I was looking for. Celsius provided an excellent service and full sales training too. I highly recommend Howard Jackson and Celsius and I wouldn't hesitate to use them for recruitment again in the future."

Steve hired all of the eight graduates Celsius put forward to him as they were strong candidates with the capabilities he required. All the graduates completed the Celsius Institute of Sales and Marketing (ISMM) endorsed sales training and further bespoke Celsius sales training. They all

progressed to become successful senior salespeople within the business and Steve became the company's European marketing Director.

Later, while he was working at the same company, Steve found he had a requirement for senior, experienced salespeople for their central London offices. He contacted Dave at Howard Jackson and explained that he needed senior salespeople with a good understanding of complex technology and the ability to effectively manage client relationships. He was not disappointed. Not only were the Howard Jackson team professional, friendly and easy to work with, they also had strong relationships with IT salespeople and companies at all levels. Like Celsius Graduate Recruitment, Howard Jackson went to great lengths to gain a full understanding of Steve's requirements. Then the Howard Jackson team put forward a series of first class, senior sales people with excellent track records that met his exact criteria. As a result, Steve found that like his experience of working with Celsius, his confidence in Howard Jackson grew very quickly.

Steve explains, "Howard Jackson's years of experience in IT sales recruitment showed with every candidate they sent to me. I knew before every interview that all the Howard Jackson candidates would be strong contenders for my senior IT sales roles. I was so confident in Howard Jackson's ability to distinguish the qualities of high calibre IT salespeople, I was pretty much 'going through the motions' in the interviews. All the Howard Jackson candidates met my precise expectations and I knew they all had the ability to make large contributions to my business revenue very quickly."

Howard Jackson and Celsius meet the challenge again

In February 2011, Steve moved to join Blue Sheep, a provider of business solutions and data as Chief Operating Officer. His role was to drive business growth and profitability and to create, manage and speed up the growth and performance of solution based sales teams in the UK and Europe. His objectives were also to implement new sales processes and metrics to accelerate business development. In order to achieve these aims, Steve asked Howard Jackson and Celsius to find the capable, technologically savvy salespeople and the high quality graduates he required to boost sales.

Steve remarks, "To increase sales revenue and profitability for Blue Sheep, I needed competent, capable sales professionals and graduates with potential. I immediately engaged Howard Jackson and Celsius Graduate Recruitment to find these sales people and they delivered to their usual high standards. It wasn't long before I was seeing a series of experienced, accomplished sales professionals that could hit the ground running straight away. Plus, I interviewed bright, articulate graduates that could be shaped into fully fledged sales professionals very quickly. Whenever I need sales people in the future, I will speak to Howard Jackson and Celsius Graduate Recruitment first. They have provided me with more than thirty strong sales people and graduates so far and I know they will always provide an excellent, comprehensive service."

To find out more about Howard Jackson or Celsius Graduate Recruitment contact-

Tel: 0161 905 3400

Email: info@howardjackson.co.uk