

## CASE STUDY

# MARKET RESEARCH SaaS NEEDED SALES EXECUTIVES ON BOTH SIDES OF THE POND

## THE CLIENT

A SaaS firm focused on market research analysis needed sales executives in the US and UK to continue pushing growth in their two primary markets, one more established than the other.

## THE ROLES

With major clients across dozens of countries and a strong track record, this sales opportunity was 'the dream' for the right candidates. The US market was established, and the role involved sliding into a successful engine while the UK role would involve building an entire team to support European sales more closely.

## THE CHALLENGE

There were several recruiting firms already on the search and it became clear the "issue" was that simply throwing SaaS salespeople at the client was not working. A high number of years selling closely related (relatively new) services was required. And a history of selling to market research teams of global brands while having the ability to lead and build a sales team only further complicated the search.

## HOW RHODES WOLFE PARTNERED

After extensive intake calls, Rhodes Wolfe began search activities in the US and UK. Our standard approach of starting every search from scratch ensured that we'd be targeting all efforts towards the specific requirements and would not be simply throwing SaaS sales resumes over the client. Extensive cold outreach and aggressive advertising were utilized from Day 1 for each role.

## RHODES WOLFE RESULTS

We may have been last to the recruiting party but both roles were filled by our candidates within 45 days. And, the team enjoyed the fun accents and using the £ sign along the way!

## WE'D LIKE TO PARTNER WITH YOU

We help our clients get talent with our focus on alignment through custom-built searches, pay-you-if-the-search-fails guarantee, and 15-month placement backing. If you need a true partner to work on your search, [contact us](#).

## From the Search Consultant

Often, we hear skepticism that our process works well from downtown Boston to rural Washington. In this case, using the same process resulted in hires on the West Coast of the US and East Coast of the UK... fast! #trusttheprocess



**Region**  
US & UK



**Industry**  
SaaS



**Role**  
Sales



**We Pay You!**  
If we don't fill the role



**Placement Guarantee**  
15-months