

CASE STUDY

OPTIMIZING SALES RECRUITING FOR THE
INDUSTRIAL AUTOMATION INDUSTRY



When searching for a recruiting partner, Streamline Integrated Technologies, engaged Safari Solutions to help them expand their sales team to support their growth plans in the Texas market.



Overview:

Streamline Integrated Technologies is a leading material handling systems integrator based in Dallas. With an increasing need for automation in manufacturing and distribution, Streamline recognized the need to strengthen their sales team to capitalize on market opportunities. With company growth in mind, recruiting sales hunters in their industry with proven success in new business development was fundamental to their strategy. Streamline partnered with Safari Solutions, a sales recruiting firm, to optimize their sales recruitment process to attract sales performers.

Objective:

Expand the sales team in targeted geographic territories (Dallas & Houston).

Challenges:

- Scarce industry specific sales talent.
- Finding sales performers who can deliver results.
- Lack of a defined hiring process or HR support to assist in recruiting.
- Sales infrastructure did not exist.

Strategy:

Utilizing our SalesScore™ process built upon our 25-year proven foundational Tiger Eye Hiring™ process, we were able to deliver exactly the level of assistance that Streamline needed to source, screen, and evaluate the right sales talent in their industry.



Streamline embraced our fractional approach to recruiting sales talent as a fresh strategy that would deliver results without breaking the budget. Coming the internal hiring process with the external hiring process, our SalesScore™ process executes an integrated approach to hiring talent.

Our strategy also included a “quality of hire” component that incorporated a sales assessment tool that identifies a candidate’s internal DRIVE. Only candidates that scored high on DRIVE were considered, thus reducing the risk of making a bad hire.

Results:

- Successful sales hires were made in both Dallas and Houston.
- Retention was outstanding as the new hires were employed one year later.
- We recommended a fractional sales leader to build the sales infrastructure. He was ultimately engaged and successfully onboarded the new sales hires.
- Client engaged us on several other key hiring initiatives including Mechanical Engineer, Maintenance Technicians, IT Technician, and Project Manager.

Conclusion:

Streamline successfully enhanced its sales recruitment process through collaboration with Safari Solutions. By targeting candidates with a background in industrial automation and utilizing a comprehensive evaluation process, Streamline was to hire sales professionals who possess both the technical knowledge and sales acumen needed to thrive in the industrial automation industry. This partnership allowed Streamline to strategically position themselves in a competitive market and drive their business growth.

Learn more: [HELP ME HIRE SALES TALENT](#)