

RPO improves sales headcount within complex recruitment process for business development & account management roles

Challenge

This residential services leader needed to grow its business development and account management team across national branches. Given a competitive sales talent market, hundreds of locations, and stretched internal resources, the client needed a solution that could deliver qualified candidates consistently.

In order to meet headcount goals with an eye towards quality, the company partnered with ACA Talent to build a full-cycle Recruitment Process Outsourcing (RPO) solution for its business development roles in selected markets.

Solution

For the business development and account management roles, ACA Talent partnered with the client's talent acquisition group to redesign the recruitment process from the moment a requisition opened to the moment the new hire walked in the door.

Because these roles required a number of years of experience in sales and account management, the process included three rounds of client interviews, as well as a skills assessment. Given the complex nature of the recruiting process, it was critical for the recruiter to provide a concierge experience to the candidate to drive engagement and interest. This concierge approach also streamlined communications among ACA Talent's recruiting team, the client's talent acquisition team, and candidates in the pipeline, allowing for an efficient hiring process.

This robust, full-cycle RPO sales program included:

- Talent market analysis
- Direct sourcing of passive talent pools
- Candidate interest validation and behavioral interviewing
- Interview scheduling
- Offer management
- Post-offer management
- Weekly metrics and reporting

Results

As a result of partnering with ACA Talent, the client filled 95 percent of its open positions. The client also benefited from a cost-effective outsourced partnership that enabled monthly and quarterly forecasting of its headcount needs. Because of the success of the program in its initial market launch, the program is expanding nationally.

To learn how ACA Talent's RPO solutions can help your company hire quality candidates, call us at **888-750-5627**.

At a Glance

Business Challenge

Hire qualified business development and account management team within a competitive talent market. Create consistent recruitment process with an eye towards candidate quality.

Solution

Implement full-cycle RPO sales program within specific markets.

- Concierge client and candidate experience
- Optimized hiring process
- Dedicated resources
- Direct sourcing passive talent
- Behavioral interviewing
- Interview scheduling
- Offer management
- Post-offer management
- Reporting and metrics

Results

95%
fill rate

RPO program expanded across the country.