

## Case Study: Build a sales team - London SaaS scale-up

### Outline:

Young, fast growing scale-up with proven business concept had just raised second round funding. Sales resources were limited to founders and junior employees multitasking between sales and other functions yet had established a disruptive presence in the UK, Germany, the Netherlands, and the USA.

### Challenges faced:

The client needed to quickly set up a sales team to drive revenue and market share to the next level. The focus had to be on customer acquisition, so the team needed to be made up with experienced Enterprise Account Managers and Business Development Reps. It was critical that the new team members would fit into the tight knit company culture and respect its values of high service levels and a consultative approach to selling. They were still relatively unknown in their market sector and were disciplined in maintaining their salary structures.

### Candidates Profile Summaries:

#### UK-based Executive Account Manager

- Minimum 10 years in enterprise sales
- Experience in a similar category of software services with similar license fees
- Proven track record in consultative selling, ideally with Challenger methodology training
- A proven hunter, able to close deals

#### London-based Business Development Representative

- Min. 3 years business development experience
- A stable career path where candidate has not changed jobs every year
- Experience in inbound & outbound lead generation
- Ability to identify and engage key stake holders while managing sales pipeline

### Search Process

- Antal Geneva finalised job descriptions
- Roles promoted on Antal.com, Linked In, targeted social media platforms
- Leveraged Antal Geneva & Antal UK partner office networks and candidate databases
- Use of advanced candidate search techniques
- Thorough selection process, five candidate profiles submitted for each role

### Result

- Retainer contract agreed mid-November 2019
- First Enterprise Account Manager and Business Development Manager started work in January 2020.
- Full team of three Business Development Reps and two Executive Account Executives in place by mid-March.

### Source:

Case study submitted by our team in Switzerland, December 2020  
Led by Managing Partner, Peter Wharton

