

SportSearch Case Study: Executive Search & Multiple Staffing for ProLink Solutions



Situation / Need:

ProLink/Parview, LLC, a leading manufacturer of golf information management systems, wanted to upgrade their entire sales organization, starting with hiring a new Vice President of Sales. The company was also in need of eight top-level Sales Executives for various territories across the U.S.

Objective / Assignment:

To identify and recruit an experienced, local Vice President of Sales to oversee and direct all sales efforts to the golf marketplace, including the overall management of the sales executives.

To identify and recruit talented and “best of breed” sales professionals with a track record of unparalleled sales performance, increases and earnings who would be responsible for selling golf course information management systems to various courses in their territory.

Strategy:

VICE PRESIDENT OF SALES: To identify 5-10 top Vice President level candidates by focusing on the following:

- **Industry / Area of Concentration / Product Categories:** (Golf Industry; Technology / Capital Equipment; Financial Sales / Lease-to-Purchase)
- **Titles Held / Experience:** (Sr. Director level; Vice President / Executive level)
- **Specific Skill Sets / Intangibles To Pursue:** (Proven Brand Manager; Creative Services & Merchandising; Campaign Creation & Execution; Ability to Sell Ideas Internally & Externally; Classic Marketing Communications; Innovative Thinker; Strong Communication Skills; Sports World Savvy; Team Player / Laid Back / Conflict Adverse)
- **Regional Priority:** (Phoenix Area; Southwest; West Coast)

SALES EXECUTIVES: To identify 5-10 top level candidates in each territory by focusing on the following:

- **Industry / Area of Concentration / Product Categories:** (Technology / Capital Equipment; Golf Industry)
- **Titles Held / Experience:** (Sales Manager: National / Regional / Territory; Account Executive / Sales Rep)
- **Specific Skill Sets / Intangibles to Pursue:** (Business Development / Deal Closing; Management / Responsibility; Team Building / Relationship Driven; Leadership / Strategic Planning)
- **Regional Priority:** (Southwest; Chicagoland; Florida; Midwest; North Central; Northeast; Southeast; Latin America)

Tactics Used / Implementation:

1. **PROFILE.** We develop in-depth profiles of the position and candidate being searched.
2. **RESEARCH.** We define the universe of potential sources and identify a population of candidates whom we have determined to be qualified by virtue of relevant experience, education, interest and personality.
3. **CONNECTION.** We track down all resources and pre-screen candidates in accordance to the client's specifications, with an assessment as to strengths and weaknesses.
4. **COMMUNICATION.** We stay accountable the entire search with detailed documentation, including consistent contact with the hiring authority via phone, electronics and our 30 day *SPORTSEARCH* Activity Report.
5. **FACE-TO-FACE.** We assume full responsibility to personally interview and evaluate all serious candidates, and then arrange client meetings with handpicked leaders.
6. **EVALUATION.** We provide a thorough debriefing of candidates after the interview, with an appraisal of their interest, willingness and capability to accept employment.
7. **VERIFICATION.** We complete a detailed background check of finalists' personal, professional and academic credentials.
8. **CLOSURE.** After selection is made by the client, we negotiate the compensation package with the candidate and continue control over the candidate's resignation process.

Activation / Results:

The Vice President of Sales was placed quickly and seamlessly with instant results in sales revenue, territory realignment reporting structure, established training programs and sales force morale. Subsequent Sales Executive placements in the open territories have resulted in instant sales increases over 30% with a consistency never experienced before.

“Dale is doing a great job...SPORTSEARCH came highly recommended and you have not disappointed.” Larry Bain, CEO, ProLink Solutions

“Our goal was to upgrade our sales force in every facet of the marketing proposition, including professionalism, relationship building, presentation, closing and servicing the sale...Thanks to SPORTSEARCH, we have made that happen.” Dale Miller, VP of Sales, ProLink Solutions