

## Case Study Two<sup>◇</sup>

### The Start-Up Challenge

An aggressive start-up focused on delivering a new form of IT Security appliance to the market needed a high performing Sales Exec to develop major accounts, help engineer and foster an outstanding sales team that they would need to build to service the organic growth that was created. This person would then transition into a Sales Director position overseeing Sales & Operations for the region, and ensure constant maturation of the sales abilities within the company.

The first step was to secure an entrepreneur oriented sales professional that would act as a lynchpin for the commercial success of the company. We would then look to build the right team around that person with attention paid to behavioural and cultural alignment, as well as capability in the delivery of sales success.

In the first month we identified, engaged, and acquired a Sales Director with a history of taking start-ups to rapid commercial feasibility. He was willing to take a very modest salary with the expectations of an adjustment and share options.

Over the next six months seven more were added to the sales team and the security device company has become an industry leader with an appreciable market share in the APAC region.

As a breakdown, the average salary (base) that each sales member was offered was a shade over \$100,000 PA with profit share and a healthy commission structure, and the Sales Director came in at \$150,000. The billable amount for each under a contingent recruitment model would have been at least \$15,000 per person, with the Sales Director a shade over \$20,000.

On top of this, a headcount increase of one person to facilitate the talent acquisition was no longer required, saving an estimated \$80,000 per year plus associated costs.

The Employer Branding of the organisation was dramatically improved due to process improvement and the economies of scale enjoyed by leveraging the Mercuras ODA program to increase social profile of the organisation.

#### generic Contingent Recruitment

Hiring of Sales Director  
\$22,500

Hiring Core of Sales Team  
\$105,000

Total Cost Of Recruitment  
**\$127,500**

#### mercuras On Demand Acquisition

Talent Management PA  
\$24,000

Hiring of Sales Director  
\$12,000

Hiring Core of Sales Team  
\$56,000

Total Cost Of Recruitment PA  
**\$92,000**