



**SGA Talent Providing Talent &  
Intelligence to Corporations  
Since 1989**

**Winning The War For Talent & The Power of Partnerships  
Case Studies August 2019**

# SGA Talent – Your On-Call Recruitment Research & Recruiting Partner



## Recruitment Research

Mapping, Name Generation

Organization Chart Development

Diversity Studies

Succession Planning



## Recruiting

Candidate Pipelining

Weekly, Hourly, Monthly

Full Life Cycle

Diversity

We Are Not An Executive Search Firm Or An Agency  
We Are A Go-To Partner Offering Talent Solutions At A Fraction Of The Cost

# The SGA Talent Team

When You Hire SGA Talent You Are Not Hiring Just A Recruiter Or Just A Sourcer - You Are Hiring A Team



**Sheila Greco**

**Leader, Mentor, Contributor**

Since 1984 Sheila has been assisting clients with creating recruiting & delivery strategies to meet each talent challenge



**Joe Morse**

**Execution Master 24 Years**

Since 1995 Joe has lead and contributed to the team's successful execution of recruitment research and talent intelligence delivering results our clients have come to expect



**Tony Carbone**

**Recruiting Project Maestro**

Since 1996 Tony has been a team player and leader who without a doubt is prepared to get the job done. Tough on the team and himself, failure is never an option



**SGA Talent Team**

**Teamwork Is Our Strength**

Our goal is to pull together the right team of recruitment research and talent advisors to meet each client's talent needs successfully

**We Believe In Team Work & Harnessing The Power of Each Individual's Strengths & Abilities**

# SGA Talent Providing Talent & Intelligence To Corporations

## Case Studies & Options Used



# SGA Talent Providing Talent & Intelligence To Corporations

## Recruitment Research Recruiting

SGA Talent offers a variety of customized solutions and pricing options

Recruitment Research/Recruiting Pre-Paid Packages - \$14,000.00 - 200 hours; \$7,500.00 - 100 hours; \$5,600 - 70 hours

Retainer Long-Term Weekly Pre-Paid Packages \$2800

Flat Fees

# Growing Technology Company

## Position: Enterprise Sales (Cloud)

### Challenge:

The new Executive Vice President of Sales inherited an under-performing team and needed to recruit “superstars” fast. Having used our services in the past, he expected us to recruit hunters who were overachievers, with a minimum of 8 years’ experience. With a job specification, noted desired locations and a kick-off meeting, our recruiting activities were underway within 24 hours of our initial call.

### Action:

SGA Talent teamed up with our client’s internal sales recruiter to get the job done. His role was to review our submitted resumes and conduct one additional skype interview before setting up the candidates for face-to-face interviews. As with all our searches, a full court press, all hands-on deck partnership was created with set goals for each team player. With research being the foundation to our success, our team of recruitment research professionals were tasked with building a continuous robust talent pool throughout the recruiting cycle while our recruiters could aggressively recruit from the talent pool as well as tapping into our significant network and communities of sales professionals.

### Result:

Within 10 days, the team had a solid candidate pipeline of 9 qualified sales candidates ready to be interviewed on the first interview day. For the next five weeks, the partnership successfully provided additional candidates for each interview day as requested by the Executive Vice President of Sales. As our team at SGA Talent could present qualified, ready to be hired candidates our client’s sales recruiter was quick to move on the candidates throughout the process, thus creating a smooth recruiting process. Short lived, but successful, the cost to our client was under \$6500.00 per hire.

# Healthcare – Health & Wellness Organization Case Study

## Positions: Chief Financial Officer & Chief Nursing Officer

### Challenge:

Our client is the leader of an in-house executive search team of a health & wellness organization needing additional recruiting support to assist its internal talent acquisition team to meet their hiring demands in a short period of time. With that said, the Talent Acquisition leader was not looking to replace the team but looking for a partner who could scale and was agile enough to work on multiple assignments, with the goal of recruiting 3-5 qualified candidates for each role within 4 weeks. The need for speed and quality was the goal. It helped that our team had worked with the leader before so she felt confident that we understood the mandate. Acting as a true partner with the internal team, we could work together to accomplish these aggressive hiring goals.

### Action:

SGA Talent needed to pull together a team of recruitment research and recruiters with experience in this space. For these roles, the recruiting strategy was to identify the hospitals within a specific geography as a priority and build a robust talent pool using the nationwide hospital list as our guide. Our internal recruitment research efforts produced over 425 profiles, all having detailed contact information allowing the recruiting team to quickly connect, call, email, and text potential candidates.

### Result:

SGA Talent presented 5 potential candidates for the Chief Financial Officer role and 4 potential candidates for the Chief Nursing role. All our candidates received interviews by the executive team and are still under consideration. Along with delivering candidates, we provided all the data gathered during the time period along with recruiting analytics regarding salaries and peer comparisons. This 4-week assignment for both engagements totaled \$20,000.

# Global Medical Device Company

## Positions: Territory Managers & Specialists

### Challenge:

Our client is a Global Fortune 1000 Medical Device Company headquartered outside of the United States. With the decision to move from a distributor salesforce to direct salesforce our client was looking for a team of recruiters who could assist with this big move. Initially trying to recruit from their own networks and with some success, the Executive Vice President of Sales knew he needed help to meet their hiring goals. With the demand of hiring 40 Territory Managers and even more specialists within a 2 -3-month timeframe our client turned to us for support. With limited recruiting support at corporate, our team had to work directly with the hiring managers, all of whom had different recruiting needs within their region.

### Action:

New client, long-time friend the pressure was on. Internally we quickly pulled together a team of experienced recruitment research professionals with a mandate of mapping out the competition top to bottom. Simultaneously, we assigned 4 recruiters each responsible for 2 hiring managers. The first job of the recruiter was to have kick-off meetings with each Region Manager and create a recruiting strategy that was in accordance to their recruiting needs. Next the recruiters reached out to their networks, used the information provided in robust talent pools that were specifically created for each region, and began to connect and recruit.

### Result:

Great efforts by the team! Within the first 3 weeks we had our very first hire. Having bi-weekly interview days and hiring managers ready to hire, the team produced successful results. The cost per hire was fixed at \$8,750.00 as suggested by our client, well below the average industry cost per hire.



# Financial Services Company

**Positions:** Analytics Analyst, DevOps Engineer, Big Data Analyst

**Challenge:**

Our client is a 100 + year old, mid-tier private company sometimes requiring very specific, time restricted, recruiting support to assist its internal talent acquisition team to add 1+ candidate(s) to the candidate pipeline that is already in play. With an initial kick-off meeting between the Talent Acquisition leader and two recruiters, the mission was to spend 20 hours per role, with a goal of recruiting 1+ qualified candidate(s) per assignment and create a talent pool of 60-80 very targeted professionals. With these types of speed recruiting drills, the team is rarely concerned about creating the talent pool but more concerned about having potential candidates respond in order to hit these goals.

**Action:**

SGA Talent needed to pull together a team of recruitment research and recruiters with experience in this space as well as in these functional areas. Our strategy was to quickly identify, email and Inmail each professional day one, followed by a phone call the next.

**Result:**

Together working with a fast-moving client recruiting team, we were able to hit our goals for 2 roles but needed an additional 20 hours for one. Acting as the on-call recruiting team, SGA Talent continues to work with our client's internal recruiting team conducting both speed recruiting drills as well as full lifecycle recruiting solutions. Currently our client retains 2 resources monthly acting as contract recruiters to the team.

# Insurance Company

**Positions:** Director of Business Intelligence, Director of Talent Acquisition, Executive Vice President Sales, Chief Marketing Officer, Vice President Analytics & Director of Purchasing

## Challenge

Our client is a well-established leader in the insurance industry and needed to partner with a company that could do both recruitment research and recruiting, as well as scale quickly. At the time of engagement, our client was experiencing turnover due to new leadership and was looking for detailed research and recruiting results to be used for both current and future recruiting activities. Having worked with one of the new leaders, a face-to-face initial kick-off meeting was set between our team, the hiring leaders as well as the internal recruiting team we would be partnering with. During the meeting, we discussed the overall recruiting strategy, team objectives, goals, process and timetable. It was also emphasized the importance of building detailed organization charts as part of the research activities since the data would be used for future hires.

## Action:

SGA Talent pulled together 4 teams. As directed by our client, the preference was to recruit from within the industry except for the Talent Acquisition role. Since we have been recruiting in this space for decades, our recruiters were able to tap into their networks while the research team built comprehensive talent pools. As candidates were identified, we shared the profiles with our client's recruiting team for consideration. During our three-month effort, scheduled bi-weekly update calls helped the team achieve success, while moving candidates through the process quickly.

## Result:

SGA Talent presented a steady stream of qualified candidates with over 90% of those presented resulted in an interview by our client. All our research gathered was presented in both excel and organization chart format as requested with additional recruiting analytics for each role. This project lasted 3 months and yielded 6 successful new hires. Our client's cost per hire averaged 8% of each professional's base salary.

# Private Equity Firm Research Assignment

## **Position:** Marketing Leader

### **Challenge:**

Our client is a private equity firm who needed a marketing leader with global experience, having a minimum of 15-20 years' experience, and had been through at least one or two mergers. It was also preferred that this leader have communications experience with an MBA from a top 25 business school. Having tried to identify the candidate on their own, with not much success they turned to us to research the 100 Fortune list in search of the ideal candidate. The deliverable was to create a detailed talent pool with name, title, profile, contact information and peer comparisons highlighting those who were qualified.

### **Action:**

For these types of projects, we pull together a team of recruitment research professionals and one information specialist to assist with gathering profile information and additional data to be used for peer to peer comparison.

### **Result:**

Within 15 days from the kick-off meeting our research report was delivered. The report consisted of organization charts, a detailed excel spreadsheet (with the professional's name, exact title, telephone number, email, and profile), a slate of potential candidates who potentially qualified for the role and a grid showing peer to peer comparisons. Total spend for our client was a flat fee of \$12,000.

# SGA Talent – Your Partner For Winning The War For Talent



**We Believe In The Importance of A Strong Partnership, Right From The Start**

We are ready to help you meet your talent goals by offering a number of recruitment research and recruiting solutions, all of which can be customized.

Recruitment Research, Recruiting, Talent Intelligence, Succession Planning, Diversity Recruiting

Visit us at: [www.sgatalent.com](http://www.sgatalent.com) -Call us today: 518 843-4611