



# Intelligent Media Case Study

# Senior Media Sales

Intelligent Media is a boutique media company specialising in print, digital media and events for over 15 years. They have fantastic B2B brands with captive and targeted audiences in their respective sectors with key focuses on the healthcare and education markets.

They were looking for individuals who are competitive and hungry to make sales - through business development and account management - and who are confident they can make a positive difference to revenue generation in their sector leading brands. The successful candidate will be working across a portfolio of market leading events, magazines and digital platforms.



[www.intelligentmedia.co.uk](http://www.intelligentmedia.co.uk)

## The Problem

Intelligent Media reduced in size in recent years due to the impact of the pandemic. As a result, the company was left without any sales team.

As the pandemic subsided, the CEO of the company had to take on the responsibilities of a sales team until they were able to rebuild one.

However, as business began to pick up, the CEO became no longer able to allocate the amount of time that was needed to fulfil a sales position and therefore reached out to Aspion for our assistance.

## The Solution

Intelligent Media had very specific expectations for the candidates they were willing to consider, as well as a detailed three-stage hiring process.

The first stage consisted of us reaching out to suitable candidates, initially for a conversation with a non-exec director within the business.

Secondly, candidates were required to complete a psychometric test as part of the process.

Finally, candidates who had reached the third stage had to present a slideshow to the CEO.

## The Outcome

After conducting a series of interviews, we were able to whittle down the candidate pool to just one person, who was then offered the role.

The candidate came from a publications background and had worked in advertising sales in print and digital formats as well as event planning, therefore they had the relevant experience to hit the ground running.

We have since had a testimonial from the client, shown below, and confirmation that the candidate we found has exceeded their expectations.



**Days  
To Hire**

It took 35 days for the candidate to be hired from the initial briefing.



**CVs  
Sent**

All ten shortlisted candidates were interviewed in a three-stage process.

John was one of the most professional and diligent recruitment consultants I have worked with in recent years, he took the time to properly understand my requirements and went above and beyond to qualify and test the commitment of the candidates he put forward. He is an asset to any business, if I could I employ him myself I would - I don't think I can afford him sadly :)

# Do you want to know more?

If you would like to understand how our search strategies could strengthen and benefit your hiring process, we are more than happy to assist you.

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