



# SMS

## Case Study

# Sales Manager

Simply Mail Solutions are a leading cloud solutions provider for businesses across the UK. As a Microsoft gold partner, they provide full Microsoft solutions including Microsoft Office 365, UK Microsoft Exchange and Microsoft Azure. They were one of the original cloud solutions providers for UK businesses and have over 10 years expertise as a leader in the market.

SMS were an existing client of Aspion Search when they approached us with this role. They were seeking a Sales Manager with a track record of driving performance from Desk Based Account Managers. Their ideal candidate had to possess exceptional leadership qualities, experience of a managing a telesales team, strong motivational skills and experience of recruiting.



[simplymailsolutions.com](http://simplymailsolutions.com)

## The Problem

SMS approached us with this role when they had an opening in their department. They previously had a non-performing manager in this role, who wasn't achieving targets or efficiently managing their team.

The role required the candidate to have experience working in a sales environment, specifically managing desk-based sales staff.

The client also emphasised the need for the candidate to have strong leadership skills.

## The Solution

In this instance, keyword searches for suitable candidates was a trial and error process, since many people mention Microsoft Office on their CV's as a skill.

For greater efficiency, we created a LinkedIn project to approach candidates and sell this role to them, we also utilised our vast database of existing candidates.

Using the knowledge we've gained about SMS, we were able to pitch the role to individuals who were looking for growth and career advancement opportunities as well as other benefits.

## The Outcome

We were fortunately able to find a suitable candidate for this role who already existed on our database, and was interested in the role when we approached them.

SMS were pleased with the quality of the candidate we put forward. Due to the information that we provided, SMS decided to invite them for a first-stage interview.

The candidate was invited back for a second-stage interview, then offered the position shortly after.



**18**  
Days  
To Hire

We were able to find and place a suitable candidate in under three weeks.



**1**  
CVs Sent

We sent one CV to the client for this role, knowing they were a suitable fit.

# 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.

 **0333 360 1100**

 **[www.aspion.co.uk](http://www.aspion.co.uk)**

 **[info@aspion.co.uk](mailto:info@aspion.co.uk)**

