

CASE STUDY

RECRUITMENT & CONTINUITY

Challenge

Endpoint is an agency that specialises in brand implementation. Since 2006 Blossom has been helping them build an effective internal new business discipline. In 2009, they needed to replace their successful new business executive, but also maintain continuity with existing relationships, and keep fresh opportunities coming in while the recruitment process was still underway.

Solution

Three years ago we'd sourced and trained a talented new business executive to become the driving force of Endpoint's new business programme. This individual underwent an intensive 3-month programme training programme with us, where we helped him apply his ability in practice to deliver against strict targets. For over 2 years he successfully set up qualified meeting opportunities and was the key driver in a number of large new business wins for our client. He then left to undertake a senior role client side, leaving Endpoint requiring continuity for the work he had done, management of the pipeline, and to ensure that fresh new business opportunities we're on stream.

In 2009, Endpoint consulted with both Rainmaker and us to discuss their positioning in the market, and the implementation of a two-tiered new business solution. First – Rainmaker provided a highly skilled team to prospect to Endpoint's target audience. This provided continuity by immediately connecting with, maintaining relationships with, and closing down the existing opportunities in the pipeline. It also generated fresh opportunities. Then Blossom, in parallel, conducted a search for a senior new business professional that could take the whole thing over and free the business partners to focus on client delivery. We undertook a series of joint planning sessions and helped craft a proposition that would resonate in the current market place. After an intensive interview process, and within 2-weeks, an offer was made to a passionate, savvy, highly intelligent individual who from the outset bought into Endpoint as a valuable career destination.

Outcome

Endpoint has found a full service partnership in Blossom and Rainmaker. By engaging Rainmaker and hiring a senior new business manager via us, they have a strategy in place that addresses the strengths and weaknesses of the entire sales cycle from: planning, prospecting, pitching & presenting, to organically growing existing clients and fostering excellent internal relationships. But also it addresses the resources (human and otherwise) required to make it work, internally, and in practice.

Endpoint

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