Volume Recruitment

100 In-Store Sales Executives across Multiple Locations

A leading retail brand with a vast network of stores nationwide

Client Background:

Our client is a leading retail & ecommerce brand in the furniture domain with a vast network of stores nationwide. In response to increased market demand and expansion plans, the client aimed to rapidly scale its in-store sales team by recruiting 100 dynamic and customer-focused Sales Executives across various locations within the next 90 days.

Objective:

The primary objective was to efficiently identify, attract, and hire 100 In-Store Sales Executives who embody the client's brand values, possess excellent interpersonal skills, and have a proven track record in retail sales.

Challenges:

1. Volume Recruitment: The sheer scale of hiring 100 sales executives within a tight timeframe presented a logistical challenge that required a streamlined process.

2. Consistency in Quality: Ensuring that each candidate meets the client's standards in terms of skills, cultural fit, and customer service was crucial for maintaining the brand's reputation.

3. Geographic Diversity: Recruiting across multiple locations required a strategy that takes into account regional differences and local market dynamics.

Methodology:

1. Client Collaboration: Established a close working relationship with the client's HR and hiring teams to gain insights into the specific requirements, cultural expectations, and key skills needed for success in the role.

2. Job Profiling: Developed a comprehensive profile outlining the skills, qualifications, and attributes required for the In-Store Sales Executive position. Tailored this profile to accommodate any location-specific needs.

3. Digital Advertising: Implemented targeted digital advertising campaigns on job boards, social media platforms, and the client's career page to maximize visibility and attract a diverse pool of candidates.

4. Recruitment Events: Organized and participated in recruitment events, both virtual and in-person, to engage with potential candidates, answer questions, and create awareness about the job opportunities.

5. Local Partnerships: Collaborated with local community organizations, educational institutions, and retail associations to tap into regional talent pools and foster community engagement.

6. Technology Integration: Utilized applicant tracking systems (ATS) and video interviewing tools to streamline the application and selection process, ensuring efficiency without compromising quality.

7. Dedicated Recruitment Teams: Established dedicated recruitment teams for each region to ensure a localized and personalized approach. These teams would focus on understanding regional nuances and cater to the unique aspects of each location.

8. Continuous Assessment: Implemented ongoing assessments and performance monitoring throughout the recruitment process to identify and address any challenges promptly.

Results:

With the help of a robust recruitment team of 4 recruiters, successfully sourced and recruited 100 In-Store Sales Executives within the stipulated 90-day timeframe, meeting both quantity and quality targets. This achievement contributed to the client's ability to enhance its customer service, boost sales, and solidify its position in the retail market.

Learnings:

Through the 90 days period implemented a strategic and a well-coordinated approach for high-volume recruitment, including leveraging technology, fostering local partnerships, and maintaining open communication with the client throughout the process. Balancing speed with quality to ensure a seamless and effective recruitment campaign was the Key to the success of this project.