



The Client

A leading North American Human Capital Management firm that services boards of directors and senior management by providing transformational HCM governance advisory services and technology. Global Governance Advisors (GGA), spent several years developing a software platform. This represented a considerable investment and its success was important.



The Challenge




Global Governance Advisors (GGA) faced a business development challenge as sales had stalled under the existing VP of Sales. Senior Partner and Founder, Luis Navas, recognized lead generation to be the largest challenge and wanted to address it with a team of Business Development Professionals.

“As a founder” says Luis, “I am involved in multiple aspects of the business daily. Being limited on time and experience in sales, hiring and onboarding a team proved to be more challenging than expected”.


Inside Sales Solutions took a consultative approach and recognized that lead generation was the key area, but by simply implementing Business Development Representatives without any leadership, GGA wouldn't be successful.

Additional challenges were that the compensation of \$35,000-\$40,000 in the West Palm Beach, FL market was too low to attract the right candidates for the role. Also, there were no health benefits being offered at the time which added to the difficulty of the recruiting process.

The challenge of a good image emerged when the company changed office locations. They were moving to a resort location and the office was under construction which gave the image of a very early stage start-up environment to potential candidates.

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The Solution

Inside Sales Solutions and Global Governance Advisors carried out a strategic planning session to discuss the overall success of the Business Development department within the organization. Being a sales and marketing specialist organization, Inside Sales Solutions took a consultative approach in the overall building of the team.

Once the position of Sales and Marketing leadership was agreed upon, the Inside Sales Solutions Team helped GGA formulate a sales and marketing funnel, key performance indicators at each stage of the sales cycle per position, and a new position to help set up the BDR's for success – Lead Generation Specialist. In addition, ISS advised on necessary tools required to be successful in each stage of the sales cycle such as phone systems, CRM, and Marketing Automation. We challenged the client to see the bigger picture," says Rachel McKenzie, VP of HR and Recruiting at Inside Sales Solutions, "In my experience building successful sales development teams, without proper leadership possessing in-depth knowledge in Sales, Marketing, and Lead development in the SaaS realm, GGA's go-to-market timeline would be significantly slowed down".

Taking GGA's goals from the strategic planning session, Rachel took a personal approach in:

- Conducting market research and advising on the optimal compensation and incentive structure for the following roles
 - VP of Sales
 - Business Development Representatives
 - Lead Generation Specialist
- Developing market appropriate job descriptions designed to attract top candidates in the SaaS sales field.
- Interviewing, Salary negotiation, and On-Boarding tactics
- Recruiting active and passive candidates in the market.



The Results

Inside Sales Solutions formulated a Strategic Go-To-Market Plan unique to GGA that was approved by the Board of Directors and CFO of the organization. A department hierarchy of a VP of Sales who understands lead gen along with 3 Business Development Reps and 1 Lead Generations Specialist.

The Inside Sales Solutions team produced the following results:

Vice President of Sales:

- 25 First-Round Discussions
- 7 Round-One Interviews
- 5 In-Person Interviews
- 1 successful hire

Once the VP of Sales was in place, the next wave of consulting and training with him began. Inside Sales Solutions met with the new Vice President and formulated a plan around building the sales team. A full-time marketing position was discussed but it was decided that could wait 6 months. The Inside Sales Solutions team put heavy focus on consulting around lead generation and began building the Business Development team.

Business Development Representatives:

- 60 First-Round Discussions
- 11 Round-One Interviews
- 2 In-Person Interviews
- 2 Successful hires

“If we had hired any other recruiting company, they would have filled the positions I was looking for with no regard for what the organizational needs are” Luis says, “The time Inside Sales Solutions took to share their expertise and really understand the business was crucial to our business. It would have been easy to give us what we asked but by challenging what we thought we wanted have put us in a much stronger place to grow our platform and achieve what we know it’s capable of.”