

talent in action

Go Auto Go

Custom Recruiting Solutions for Automotive



The Challenge

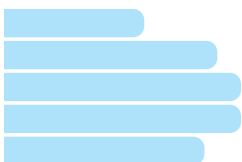
One geographic platform was experiencing challenges in attracting and retaining quality sales consultants in their 23 stores. Even though they were conducting front-end assessments to determine sales ability, the group still had turnover trending in 100% range. This was further compounded by a falling unemployment rate in certain markets which made the talent pool even smaller. Our client also had a strong need to further diversify their sales force and ensure every store was properly staffed. Nimbus had the confidence to accept this challenge due to our experience and past results attained from successfully adapting our executive search methodology to our high volume recruiting efforts.

The Solution

Nimbus committed to placing between 20-30 experienced and professional sales people on a monthly basis with an emphasis on diversity candidates. Due to a tight labor market and the traditional stereotypes associated with a career in automotive sales, Nimbus was challenged to develop a comprehensive sourcing strategy that would touch a wider candidate pool. Given the volume of candidates interviewing and the number of new hires, Nimbus would also have to assist in creating a cultural transformation to allow for increased organization efficiency with recruitment and on-boarding. Since Nimbus' roots are in executive search, our team is trained on proactive recruiting techniques and commitment based interviewing. These are the two cornerstones of our process which continues to deliver exceptional results to our partner clients.

Our solution included:

- » Management responsibility of the recruitment process and partnering with senior leadership, hiring managers, and human resources to ensure maximum efficiency.
- » Providing an expert level in creative sourcing strategies to identify candidates who had not previously considered a career in auto sales.
- » Proven identification and recruitment strategies to create a positive buzz about our client in the marketplace and start the creation of a pro-active candidate marketing program
- » Implemented an Executive Dashboard allowing leadership to have real time access to key metrics.
- » Weekly results review meetings with clear objectives designed to discover issues, analyze root causes and identify solutions.
- » Quarterly business review meetings with key stakeholders to ensure the project is on-track





The Results

Increased Revenue

Nimbus was able to help our client attract a high quality sales professional who, on average, performed above expectations once onboard with the client. The Nimbus candidate pool was comprised of individuals who had not considered a career in auto sales, but were very open to the possibility once they interacted with Nimbus recruiters, who, in a very professional manner, educated them about the opportunity. The increase in revenue was threefold. First, each store was better staffed, meaning more “feet on the street”. Second, the candidates were a higher caliber so they had better sales results from the on-set. Third, because of the selection process, the candidates were more committed to the opportunity, which helped reduce turnover.

Interview-to-Hire Ratio

As a result of Nimbus’ tried and true recruiting process, we achieved a closing rate in excess of 75%. Greater than 25% of placed candidates met our client’s diversity criteria and more than 95% of the candidates who went on initial interviews had not previously considered a career in automotive sales. Based on our ability to screen candidates and gain their commitment to the opportunity, our client’s leadership team spent less time in the recruitment cycle, and hired a large number of better qualified candidates.

