



+ AVON

Successfully placed
15 candidates
for these sales positions.



Avon, one of the largest international manufacturer and distributors of beauty and personal care products, saw a spike in workload volume and an immediate need to fill unique sales positions.

The regional sales positions needed to be filled by individuals who were not only qualified in sales, but located in rural areas with bilingual capabilities. Areas such as Oklahoma, Wyoming, and Iowa, of which district sales manager candidates are available in lower volumes, were in immediate need of qualified sales candidates.

Identifying and filling these sales positions within remote, rural markets became the geographic puzzle for Qualigence International to take on.



SELECTION CRITERIA

Avon needed to employ candidates who were “ready to take on everything a sales person would need working in a high-volume environment,” said Jean Baker, Senior Manager of Global Talent Acquisition at Avon. These qualifications were paired with mandatory bilingual capabilities.



SOLUTION

Qualigence got to work identifying 100% of the talent population in these rural markets. Recruiters were assigned to oversee four regions within the sales division, employing full cycle recruiting to steadily fill positions.

By utilizing unique phone methodologies, Qualigence recruiters narrowed down hundreds of applicants to identify the most qualified talent, pairing applicant tracking system methodologies with proactive candidate outreach to identify the entire talent pool.

Once the candidates are identified, professional relationships are established with each candidate in order to maintain a steady pipeline of talent and keep top talent interested and engaged in the positions.



RESULTS

While candidates with sales experience who are bilingual in a rural area is a challenging, niche role to fill, constant communication and clear objectives have assisted both Qualigence and Avon in successfully placing qualified candidates for these sales positions.

Currently, Qualigence has placed approximately 15 sales professionals in the designated rural markets.



NEXT STEPS

As an ongoing project, Qualigence continues to identify, develop and place top talent for Avon.

Consistent feedback and updates with recruiters, divisional managers, and hiring managers allows both organizations to successfully work in partnership to attract the right talent for the right reasons.

Uncover Your Next Great Hire

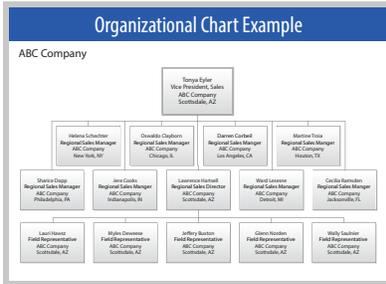
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Qualigence

INTERNATIONAL



Qualigence International, the largest Recruitment Research and professional search firm in the US, proudly serves as a unique alternative to traditional retained or contingent recruiting models.

Recruitment Research Example

Company	Position	Last Name	First	Phone	City	State/Country	Years In	Email
ABC Company	Sales	John	Johnston	310.123.4567	Scottsdale	AZ	10	john@abccompany.com
ABC Company	Marketing	Elizabeth	Johnson	310.123.4568	Scottsdale	AZ	15	elizabeth@abccompany.com
ABC Company	Operations	William	Johnson	310.123.4569	Chicago	IL	20	william@abccompany.com
ABC Company	Finance	Michael	Johnson	310.123.4570	Los Angeles	CA	18	michael@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4571	Scottsdale	AZ	12	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4572	Scottsdale	AZ	15	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4573	Scottsdale	AZ	18	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4574	Scottsdale	AZ	20	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4575	Scottsdale	AZ	22	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4576	Scottsdale	AZ	25	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4577	Scottsdale	AZ	28	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4578	Scottsdale	AZ	30	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4579	Scottsdale	AZ	32	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4580	Scottsdale	AZ	35	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4581	Scottsdale	AZ	38	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4582	Scottsdale	AZ	40	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4583	Scottsdale	AZ	42	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4584	Scottsdale	AZ	45	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4585	Scottsdale	AZ	48	john@abccompany.com
ABC Company	Marketing	John	Johnson	310.123.4586	Scottsdale	AZ	50	john@abccompany.com

We can also provide: LinkedIn URL's & Biographical Information

We're advocates of redefining talent acquisition, and empowering our clients with research and recruiting services that build business.

By leveraging methodologies beyond online search, we're able to provide clients with strategic information on the entire talent pool, better equipping them to put their talent strategies in motion.

Here are a few of our clients with whom we have the pleasure of partnering:

