



Outsourcing Critical Hiring Initiative

Summary:

An international pharmaceutical company needed to hire 400 sales and sales management professionals to promote a new product. CDI created a national team of recruiters as well as an online assessment tool to measure candidate's sales aptitude prior to hire. CDI placed over 650 pharmaceutical professionals while reducing turnover more than 10%.

Client

An international pharmaceutical company partnered with CDI to staff a new sales division. The client discovers, develops, manufactures, and markets leading prescription medicines for humans and animals. Their products improve the quality of life for people around the world to help them enjoy healthier, longer, more productive lives. The clients' products are available in more than 150 countries around the globe. The client had recently gone through a merger and was now facing a critical hiring initiative for a new product launch. Due to the merger, the client was also experiencing higher than normal turnover in their sales and sales management teams.

Situation

The client had recently discovered and developed a product that was touted to be a blockbuster. Filling a gap in the urology market, the product was speculated to generate over \$1 billion dollars in sales within a year. The client was new to this specific therapeutic area and needed to create a large sales force to appropriately market the product. The client approached CDI in November, with a product launch date scheduled for six months later in April. The client estimated the sales force to consist of over 400 sales and sales management professionals. The client was also interested in adopting new methods of screening and assessing candidates, as a way to reduce turnover.

CDI Solution

CDI created a national team of recruiters, geographically aligned with the client's regional offices, to quickly bring a large number of pharmaceutical professionals on board within a tight timeframe. To address the client's rising turnover, CDI recommended and implemented the use of an online assessment tool to measure a candidate's sales aptitude prior to hire. The assessment tool was employed by each CDI recruiter as a baseline screening tool. The assessment tool included behavior based questions for the interviewing managers to employ during the interviewing process. Finally, the assessment tool also provided a guideline for managing candidates once they were on board.

CDI consulted with the client and created a full solution, consisting of the following:

- Interview process design and management.
- Psychometric testing and assessment.
- Off-site project management, including status reporting and metrics.
- Process management of all internal and employee referred candidates.

Result

CDI exceeded the fulfillment goal within five months. After one year, CDI placed over 650 pharmaceutical professionals, while reducing turnover more than 10%. Since then, CDI has filled over 1500 positions with the client including pharmaceutical sales representatives, hospital representatives, and specialty representatives in ophthalmology, oncology, cardiovascular, peptide hormone, neurology, urology, and women's healthcare. Other position titles include district managers, regional directors, clinical specialists, government account managers, and managed care representatives.