



Case study

US Sales Department Launch & Sales Compliance Executive Transition



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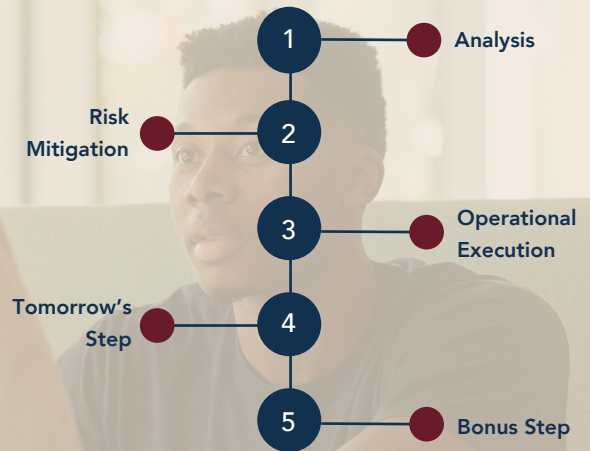
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Client Profile:

- Initiating Sales Compliance Executive Replacement and the establishment of Sales Department in the US
- 10 Employees
- Serving over 100 international clients
- Specializing in Financial Services for Hedge Funds and Asset Management
- Revenue <\$5M
- Project timeline implementation: 4 weeks

STAGES OF WORK



Key Challenges

Professionals possessing expertise in data, compliance, fintech, and sales often find their niche in larger enterprises, where the complexity of these areas necessitates comprehensive business development and marketing teams. In contrast, sales executives in smaller organizations are expected to exhibit a broader skill set, encompassing diverse responsibilities beyond a limited scope

Limited pool for individuals with both strategic vision and hands-on sales experience

Compliance consultancies may lack product sales experience
Imbalance between compliance knowledge and business development skills

Difficulty in sourcing individuals with a mix of compliance, strategic, and sales skills

Limited diversity in the talent pool due to specific geographical (New York) and positional requirements

Increased competition for a limited pool of individuals who can bridge the compliance and business development gap



Solution:

- ① Concentrate on high-performing individuals, as they have the capacity to consistently meet quotas even in the face of uncontrollable external market factors
- ① Extend the research scope beyond New York to locations within a one-hour distance, such as New Jersey, to broaden the reach of the talent pool
- ① Diversify the research focus across roles like Senior Sales Executives, Vice Presidents of Sales, Business Development Executives, Business Development Directors, Heads, and Account Executives. Emphasize skills and results rather than relying solely on formal job descriptions, titles, and educational qualifications, as these can vary across organizations
- ① Explore professionals in risk management, GDPR expertise, individuals with knowledge in regulatory technology (reg tech) and compliance, compliance consultants with sales acumen, and those proficient in selling communication supervision and monitoring products

Outcome

Within a span of six months, a Sales Executive achieved promotion to the position of Sales Director, demonstrating rapid career advancement

The hiring process was efficiently completed in just four weeks

In the initial three months, two new revenue-generating streams were successfully introduced

A collaborative initiative was established, integrating the efforts of the sales and marketing teams to function cohesively with the goal of consistently achieving quotas

A talent pool of 20 warm leads for the position was proactively established to prepare for future expansion



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