



# Pin-Point Solutions: Sales & Marketing Practice Area

## Why Us?

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My last newsletter focused on our sister division, Westport Intl ([www.westportintl.com](http://www.westportintl.com)) and highlighted why you should choose them for your next retained search. While writing the article, I realized I have never done the same thing for my own firm.

If you dig to the core of most contingent and retained firms, you will find that they are really sales organizations. They reward for sales, they train people on how to volume generate and then sell candidates, and their approach is to throw a bunch of candidates at the client to see if one sticks. We have a much different mentality. Our belief is that you first have to know your client very well and respect their needs and second, actually assess candidates based on those needs. Our job is to find our client the best, not the most, candidates for them, which means narrowing down the pool through assessment and process.

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## Why Us? (cont.)

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PinPoint Solutions ([www.pin-pointolutions.com](http://www.pin-pointolutions.com)) is a premier contingency search firm with over 100 years of combined recruiting expertise on staff. We understand the complexity involved in filling a particular opening. Organizational upgrading, diversity, and international expertise are only a few of the issues that may need to be addressed in finding the right candidate. Our Executive Recruiters function as external business partners for the organizations we represent.

- 1. Pay for Performance: Contingency** – There are no upfront costs for our services, we are only paid when your role is filled with one of our candidates.
- 2. Customized Solutions** – We are not a one size fits all firm. We partner with our sister division, Westport Intl ([www.westportintl.com](http://www.westportintl.com)), on retained search assignments. In addition to Contingency, PinPoint Solutions offers a middle ground called “Retingency”. This offering includes a “mini retainer” and guaranteed resources. Tell us what you are looking for, and we will find the best solution to get you results.
- 3. Search Approach to Contingency** – At PinPoint Solutions, we take a proactive approach to each search we work, researching competitors and key players in your market. We do not utilize a post and pray method to job boards – but use them to advance our findings and understanding of the industry.
- 4. Limited hands-off agreements** – We specifically limit the work we take on in each vertical market, so we are free to serve each client the best talent in the market, not just talent from limited companies.
- 5. Partnership Recruiting** – We have Recruiters that specialize in functional areas like HR and Marketing. And others, that focus on an industry like Medical Device or Automotive. Through partnering with each other, we build our expertise and can utilize specific personalized networks.
- 6. Executive Leadership** – Our combination of experience in third party recruiting firms and in directing internal staffing functions for Fortune 500 organizations gives us a unique perspective and customer orientation not typically found in our industry. We know what it is like to live with our hiring decisions.

## Are You Looking For Succession Talent?

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Over the last few years, our firm was an integral part of hiring succession talent for a \$20B dollar diversified manufacturer. They retained us on a monthly basis, to search for top marketing talent. Our client, grooms their future GMs and Presidents from the marketing function. We partnered with them to hire world-class talent and fuel the future of the company. This contract recently ended, but we continue to service them through contingency assignments. Our results:

**1 Channel Marketing Manager**

**1 Commercial Business Unit Director**

**1 Director of Digital Analytics**

**2 Digital Marketing Analysts**

**2 Digital Marketing Directors**

**2 Directors of Marketing**

**2 Directors of Marketing Communications**

**1 Market Development Manager**

**4 Product Managers**

**1 Product Marketing Manager**

**1 Senior Product Manager**

**1 Vertical Marketing Manager**

**5 Vice Presidents of Marketing**

**2 Vice Presidents of Sales & Marketing**





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## Leadership: Sara Kosmer

**Sara Kosmer is an Executive Recruiter in the Sales & Marketing Practice at PinPoint Solutions.** She started her career in Recruiting nearly 10 years ago. After a year or two in Contingency, Sara moved to our retained division, Westport Intl, and founded our company's internal research department. Sara spent several years managing the department and sourcing candidates for executive level openings across the organization. Today, Sara has moved back to PinPoint Solutions, bringing with her a search approach to contingency. Sara holds her bachelors degree from the University of Dayton.

 [Connect with Sara on LinkedIn](#)

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