



# Pin-Point Solutions: Sales & Marketing Practice Area

## The Search For Succession Talent

In today's market, all of my clients are in search of succession talent. The baby boomers are retiring, leaving a large hole in leadership and organizations are struggling to find future bench strength.

### **8 Keys to Hiring Succession Talent:**

- 1. If you view a candidate as top talent, other companies and his or her current employer probably do as well.**
- 2. Top Talent May be Passive:** You are interviewing them as much as they are interviewing you. Sell your company and the opportunities that exist.
- 3. Keep the Ball Moving in the Interview Process:** Too many clients lose candidates due to slow pacing during the interview process. Those candidates keeping an eye out, may be gone by the time your process comes to a conclusion.



## The Search For Succession Talent (cont.)

- 4. Educate Your Candidates:** You work for a great company, inform your candidates of such. Some of my top clients provide me with a Harvard Business Review or a PowerPoint highlighting the growth and strategy of the company. I find candidates are impressed with the information and better prepared for interview. This information can also keep a candidate engaged in the process while waiting for a phone screen to be scheduled.
- 5. Talk about Career Progression:** Following up on my newsletter from last month, most candidates are searching for a next step and a clear career path. Discuss this upfront. This doesn't have to be as aggressive as "You will be sitting in my chair next year." In many cases this can be discussed through culture. Candidates love to see companies that promote based on performance.
- 6. Discuss Company Culture:** Candidates want to know the culture of the organization they are joining and if this will align with their career aspirations. This can be a great selling feature for your company, or could deter candidates who may not be the right match.
- 7. Be Aggressive in the Offer:** Top talent are more likely to receive a counter offer from their current employer. Think through an offer ahead of time, and put your best foot forward.
- 8. Provide feedback:** Even if the candidate does not get an offer at the end of the process, provide feedback. This will be key to keeping a positive image in the marketplace. You never know when that same candidate could be a possibility for another role.



## Are You Looking For Succession Talent?

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:

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| <b>1 Channel Marketing Manager</b>             | <b>1 Market Development Manager</b>               |
| <b>1 Commercial Business Unit Director</b>     | <b>4 Product Managers</b>                         |
| <b>1 Director of Digital Analytics</b>         | <b>1 Product Marketing Manager</b>                |
| <b>2 Digital Marketing Analysts</b>            | <b>1 Senior Product Manager</b>                   |
| <b>2 Digital Marketing Directors</b>           | <b>1 Vertical Marketing Manager</b>               |
| <b>2 Directors of Marketing</b>                | <b>5 Vice Presidents of Marketing</b>             |
| <b>2 Directors of Marketing Communications</b> | <b>2 Vice Presidents of Sales &amp; Marketing</b> |



## Leadership: Sara Kosmer

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**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.

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