

Case Study:

Salo, LLC.

Building a Pipeline with On-Demand Recruiting

Headquarters: Minneapolis, Minnesota

Industry: Staffing and Outsourcing

Salo is a premier staffing firm driving business outcomes in finance, accounting and human resources by strategically placing senior-level professionals on a project or interim basis. Founded in 2002, Salo, LLC has offices in the Greater Chicago and Greater Minneapolis-St. Paul regions.

The Challenge: Hiring for Challenging Roles

In high-growth mode Salo was looking to increase their headcount, specifically the expansion of their business development team. In order to drive innovation and bring a fresh approach, Salo looked for candidates with atypical resumes than were usually considered for this type of role. The Business Development candidates sought after by Salo were those who are highly skilled in finance and accounting, which is challenging to begin with since many companies compete for talent with these critical skills. Additionally, potential candidates had to be open to changing from functional finance/accounting work to a people-centered business development role.

To add to this complexity, candidates with these skills typically do not have much interest in changing industries. Salo needed to build a pipeline of potential talent who were interested in leaving their current profession and passionate about taking on a very different role. To attract these potential candidates and build this pipeline, Salo needed to increase their brand awareness in the accounting and finance market, allowing potential candidates to become aware of the opportunities that Salo has to offer.

Finding and reaching the desired candidates wasn't the only challenge. Historically, sourcing and recruiting for this role had been tasked to the managing directors—which proved difficult due to the volume and time involved in reaching these high-level candidates. This approach also took the managing directors away from their traditional responsibilities, hampering their ability to generate revenue, and resulted in varying levels of success. To tackle these challenges, Salo needed a talent partner to help move their strategy forward.



“ This talent pipeline will help our company not only hire more candidates but will increase brand visibility.”

**Nick Gust
Senior Managing Director,
Business Development**

Solution: Creating the Pipeline

DeGarmo was hired as a recruiting partner to provide sourcing support for open roles, create a pipeline of future candidates in the finance/accounting industry, and build brand awareness in the market. To achieve this, a highly experienced, dedicated On-Demand recruiter was assigned to provide the necessary recruiting and sourcing support. The focus was to build and grow a proactive pipeline of candidates with the necessary skills and cultural match.

To begin the engagement, DeGarmo conducted a kickoff meeting to gain an in-depth understanding of the business overview and challenges and gain more insight into Salo's culture and background. The provisional sourcing strategy that was outlined was refined based on this discussion. Armed with a detailed company profile and comprehensive sourcing strategy, the recruiter used a variety of tools to identify potential prospects and began reaching out to possible candidates. Viable prospects were assessed and screened, with a targeted slate of high potential candidates presented to the client.

Results

As a dedicated sourcing partner, DeGarmo's experienced recruiter provided Salo with a comprehensive list of almost 1400 prospects that matched the background and experience—fulfilling Salo's long-term strategy to build a pipeline of potential candidates. By building this pipeline and reaching these hard-to-find candidates, DeGarmo was able to help Salo increase brand awareness in the designated marketplace, paving the way for easier outreach and ease of hiring.

With the implementation of On-Demand recruiting, DeGarmo was able to source and screen multiple candidates that progressed well into the interview process. "We had a great experience utilizing Gayle and her team at DeGarmo." Said Nick Gust, Senior Managing Director. "She understood our need and was able to bring forward a consultant that made sense for our team. We ended with a comprehensive list of almost 1400 prospects that matched the background and experience that we are looking to hire—this will help our company not only hire more candidates but will increase brand visibility."

DeGarmo's On-Demand Recruiting services enabled Salo to move forward in their hiring goals and utilize the much-needed pipeline created by DeGarmo's recruiter. As a long-term strategy, the full effects of these changes will be realized incrementally with a continued positive impact on the organization.

“ DeGarmo was able to source several candidates that went well into our hiring process, and those candidates are very hard to find.”

What is DeGarmo?

DeGarmo is a recruitment, assessment and consulting organization that has provided services globally for more than 20 years. DeGarmo helps organizations identify the best talent in less time through On-Demand recruiting, recruitment optimization, superior assessments, and predictive analytics. Our solutions provide the talent intelligence you need to make better selection decisions, support effective coaching, and drive the development of your people.

With talent insights from DeGarmo, you can more effectively build talent pipelines and support the long-term growth of your business.