

NORTHEAST INTERCOLLEGIATE SALES COMPETITION

InsightGlobal 2022 Client Case Study

EXECUTIVE SUMMARY

Company: Insight Global

Type: Private

Industry: Staffing & Consulting Services

Headquarters: Atlanta, GA

Number of Employees: 4,000

Website: www.insightglobal.com

COMPANY OVERVIEW: INSIGHT GLOBAL

Insight Global isn't simply a place to have a job, it's the place to build a lifelong career; one that you're proud of; one that grows you personally, professionally, and financially, all while making a difference in other people's lives. Since our inception in 2001, the company has grown to 65+ offices across the US, Canada, and the UK, and have \$4 billion in revenue annually. We relentlessly pursue opportunities for others by acting as a partner to both Fortune 1000 firms and job seekers, helping match qualified candidates with companies that have job openings. Our clients come from all industries, including communications, technology, banking and finance, aerospace, energy, healthcare, insurance, retail, and telecom.

We are experts at finding and hiring the right people for all our clients' needs. We know that, above all else, if we put our clients and candidates first, the business will follow.

At Insight Global, we have multiple divisions of business available to our clients, including staffing, financial, healthcare, government, and managed services, executive and retained search, vendor management and payroll services, as well as culture and DE&I consulting. With staffing and consulting services as our primary line of business, we offer contract, contract-to-hire, permanent, and executive hiring, as well as the ability to hire at small and large quantities for project and managed service hiring needs, as well.

Our employees know that as a staffing firm, we are not just filling a business need for our clients, but instead changing the lives of the 80,000 people we put to work every year. Grow in your career while helping others find careers of their own.

YOUR PROSPECTS OVERVIEW: CYBERTECH SECURITY SERVICES

CyberTech Security Services is one of the country's leading cybersecurity firms that provides an "all-in-one" platform for security operations. They are based in Dallas, TX with over 100 locations and 6,000 employees in the US and Canada. As a unified security operations firm, their services and teams specialize in conduct detection, investigation, response, and resilience activities – all focused on providing their clients the best and most secure services and operations.

Earlier this year, CyberTech Security Services was awarded a new project with a Fortune 100 family entertainment and hospitality company. They were selected for the project because the client has launched a streaming service and want to ensure their platform is secure and there is no possibility for cybersecurity threats. This project requires a team of 500 network and security analysts, call center and customer service representatives and customer success managers that will work as employees at CyberTech Security Services.

After using their internal recruiting team to hire for this project, Michael Smith, the Director of IT who is overseeing the entire project, is underwhelmed with the performance of candidates hired, as well as with the potential candidates he and his team have interviewed. Due to this issue, Michael is ready to make a change and bring in a staffing firm to ensure the hiring for this project with their new client is successfully finished within the deadline set and stay within the budget provided. The deadline to hire all candidates requested is the end of the year.

BUSINESS OPPORTUNITY:

Michael wants to approve a staffing firm for CyberTech Security Services to partner with in. Sarah Williamson, VP of IT and Michael's superior, has only worked with their internal recruiting team for over 5 years and is reluctant to change their process to working with a staffing firm. However, Michael feels that if he meets the right staffing firm to partner with, Sarah will agree to meet with them. If she also agrees it will benefit their company, she will approve a scheduled meeting with Jenna Watkins, the Chief Information Officer, to approve the staffing firm for the first time at CyberTech Security Services.

PAIN POINTS:

- Lack of quality candidates from internal recruiting team at CyberTech.
- Under performance from the candidates hired from internal recruiting team at CyberTech
- Michael is worried they will lose Change Media & Entertainment as a client if hiring for the cybersecurity project if hiring is not completed successfully within the deadline set.
- Sarah Williamson, VP of IT, has only worked with the internal recruiting team at CyberTech.
- Sarah doesn't believe staffing is a beneficial source of hiring candidates.
- The current CIO, Jenna Watkins, must give the final approval to onboard a staffing firm and you must eventually meet with her to find success in closing this business.

NEED:

A staffing firm to partner with that has a history of hiring in the cybersecurity space, as well as a staffing partner that has the available team, resources, method, ability to partner with CyberTech, and hire candidates needed for the project efficiently and successfully.

HOW YOU GOT INVOLVED:

You heard CyberTech Security Services was awarded the project with Change Media & Entertainment through research and cold-called Michael. After a few "no's" because they already work with their internal recruiting team, Michael finally agreed to take the meeting with you.

Before ending the call, you asked Michael what he needed from you to prove why Insight Global would be the best staffing partner for him and his team, and he told you the lack of talent from the internal recruiting team. After Michael expressed his concerns about hiring for the project, you started collecting all possible resources Insight Global offers to show him and sell to him in your upcoming meeting.

This is the first time a new staffing firm has been considered for approval at CyberTech Security Services in over 5 years, so it is crucial that you bring every resource Insight Global has to offer to prove to him why our partnership would be successful and then to meet with his superior, Sarah Williamson, and her superior, Jenna Watkins.

POTENTIAL OBJECTIONS TO BE AWARE OF

- Why would they want to bring on a staffing firm?
- How will we provide the partnership necessary to successfully hire for Michael's team and this project?
- Why would we work with your firm if it's going to cost us more money when our internal team does not?
- How do they know your team will perform at the premium level we need?
- How do they know we will be able to handle the number of hires we need in the timeline we have set?
- Will we be able to provide the resources and methods to hire for this project?
- Must get to a meeting with the highest-level executive (CIO) to get approved as a staffing partner.

CHARACTERS

You – Account Manager for Insight Global
Michael Smith – Director of IT
Sarah Williamson – Vice President of IT
Jenna Watkins – Chief Information Officer

ROUND 1: MEETING WITH MICHAEL SMITH, DIRECTOR OF IT

Michael Smith is managing the entire project you are trying to provide staffing services for, and every candidate hired will report directly to him. Overall, he has been unhappy with the performance of their internal recruiting team. After small talk and building a relationship with Michael, the goal of this meeting is:

- Understand the problem Michael is having with the internal recruiting team and the hiring partnership he needs.
 - Explain why staffing and Insight Global specifically can provide the partnership and resources he needs.
 - Explain the importance of the partnership we want to build with Michael.
 - Understand who the “decision maker” is in approving a staffing firm to work with CyberTech and his team.
 - Close by confirming an introduction with his superior, Sarah Williamson, who is the Vice President of IT.
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ROUND 2: MEETING WITH SARAH WILLIAMSON, VP OF IT

Before leaving your meeting with Michael, he informed you that Sarah Williamson was the previous Director for 5 years before her promotion to Vice President and has the best relationship with the internal recruiting team. After small talk and building a relationship with Sarah, the goal is now to:

- Understand her stance on their internal recruiting team based on her history of working with them.
 - Understand and confirm she agrees we will provide better hiring processes and services they need.
 - Explain our process, resources, methods, and overall partnership we can provide.
 - Understand CyberTech’s budget for the project and explain how Insight Global’s services are affordable.
 - Close by confirming the introduction with her superior, Jenna Watkins, who is the Chief Information Officer.
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ROUND 3: MEETING WITH JENNA WATKINS, CHIEF INFORMATION OFFICER

Now that Sarah Williamson and Michael Smith believe you would be a great staffing company to partner with, Jenna Watkins is the final approval needed to work with Michael on hiring for the entire project. Jenna also has the power to approve a staffing firm in place of their internal recruiting team. After small talk and building a relationship with, the goal of this meeting is:

- Cover any important information used in previous meetings that is vital for Jenna to know during this meeting.
- Explain the impact Insight Global’s services and methods will provide as a new staffing resource.
- Confirm the budget and pricing for the hiring needs we learned in our meeting with Michael
- Confirm that Sarah understands Insight Global is affordable.
- Confirm our partnership that we will provide if approved.
- Close by confirming that Jenna will approve you as the new staffing partner for the current hiring project.