

how Randstad India enabled a global healthcare company to staff up with niche-skilled sales talent and achieve 15% increase in sales productivity.



client

Our client is a science-led global healthcare company with an extensive product portfolio of prescription medicines and vaccines. It is the market leader in dermatology and vaccines in

the private segment, and employ more than 5000 people in their advanced manufacturing facilities, offices and field across India.

requirement / challenge

The client wanted to hire a new type of sales force that would help increase the market penetration of their OTC products.

There was a misperception that the company's OTC products were not available in the market. The client wanted to change this through a more incisive OTC penetration with the right sales people. Not only were they finding

it difficult to attract good sales talent who could establish the OTC portfolio across the major regions in the country, but also of high candidate drop-out during the recruitment process. The client wanted to hire proficient sales executives who would improve productivity beyond the existing [20 outlet visits per day](#).



randstad solution

As a global partner to our client, our relationship was built on trust and confidence in our high recruitment capabilities, project management skills, and specialty staffing approach, with uncompromising adherence to SLAs and KPIs.

We brought into play our excellent

account and project management capabilities, and leveraged our global connect to successfully execute the hiring of the right sales people for our client. Additionally, we value-added to this with the right practices to raise the sales productivity for the division.

business impact and outcomes

Starting with 10 people in one region, we successfully hired almost 300 sales people across all regions, whom the client eventually the client absorbed.

Key outcomes included

- High conversion ratios of hires

- 15% higher sales productivity and market coverage by the sales executives hired and deputed by us
- Superior sales results

client acknowledgement and recognition

The client was very happy with our 'skin-in-the-game' approach and our ability to hire people from different

backgrounds. "Thanks to Randstad for being bold and taking a hands on approach" was their testimonial for us.

