



# Boehringer Ingelheim

## Case Study

### *Challenge:*

This **top pharmaceutical company** had a **new diabetes product** in the final stages of FDA approval.

They needed to hire a sales force of several hundred people. LEADERS was selected to recruit **16 primary care District Managers, four specialty District Managers and 41 specialty sales representatives** in the southeast, southwest and western portions of the United States. The project was to be completed within a **six-month time frame**.

### *Solution:*

Potential candidates were identified using the following **sourcing methods**: our database of candidates, electronic advertisements and aggressive internet sourcing using both paid and free websites and portals within the pharma/biotech industry.

After sourcing candidates with the appropriate diabetes background and endocrinology relationships, they underwent our internal process, which includes **two interviews with LEADERS managers**, who assess their abilities in the following areas:

- Impact
- Interpersonal/communication skills
- Competitiveness
- Sensitivity
- Energy
- Enthusiasm
- Work ethic
- Trustworthiness

**Three evaluations** from previous positions are required from each candidate. LEADERS also conducted **reference checks** on each candidate.

The top three candidates for district sales managers and sales representatives for each geographical zone traveled to **a hiring conference conducted by LEADERS**. Our first conference was in Atlanta in December 2010. Subsequent conferences, held between January and March of 2011, were held in Orlando, Los Angeles, Dallas and again in Atlanta.

Candidates were interviewed by two executives from our client's management team. They were then ranked 1, 2 and 3. Number 1 ranked candidates were immediately interviewed by a final executive in the chain of command and verbally offered a position, which was followed up in writing.

LEADERS implemented a **contact program** to keep hired candidates informed about their position and the client prior to their start dates.

***Result:***

The client was fully outfitted with **all necessary sales managers and representatives in order to meet their product launch**.

*“Tom Quinn and Buddy Webster at LEADERS understand how important it is to recruit the best, most qualified individuals in today's environment. With their expert assistance, we built our new division across the country. The quality and efficiency every step of the way was superb! They have my complete trust and confidence.”*

**A.D. Delgado, Regional Director Metabolic, Southwestern Region**