



**CASE
STUDY**

Vice President of Sales
SaaS {Halogen}



Perry-Martel International

CHALLENGE

Back in 2005, Ottawa's Halogen Software was looking for a vice-president of sales to boost its fleet of employee performance management software products. After spending nine months advertising in expensive media outlets and conducting countless interviews with various candidates, the company realized it was doing it wrong. "Of course, we had some bites," said HR Director Stanley Janus. "(But) the bites weren't what we were looking for.

"We finally got to the realization, 'we have to go outside,'" he said. The amount of time and money they'd spent trying to find the perfect candidate were becoming a serious drain, and not just on the HR director. "This was a direct report to the president, so of course he wanted to see who potentially was coming on board. Every time I interviewed someone and passed him up the line, he then spent a bit of time with them."

It was all becoming a bit too much. So, after hearing about Perry-Martel International's David Perry at the local Human Resources Association, he looked him up.

STRATEGY

Janus says he knew it was the right decision almost immediately. "The thing that struck us most," he said, "and the predominant reason why we chose David is that David listened, but he also gave us ideas. He really seemed to get the grasp of what we were looking for. There was an interesting comfort feel."



Perry-Martel International

www.PerryMartel.com

613.236.6995

After undergoing an intensive, research-based search that matched not only the candidate's skills to the opportunity's technical requirements, but also personality to corporate culture, David presented the first candidate to the hiring authority. This was what David calls his "benchmark candidate."

"The first candidate he brought in, after we interviewed him, David came back to us and said, 'Okay. I'm going to use him as our benchmark. What does he not have that I need to get you guys, and what does he have that I have to make sure the other candidates have?'"

Two candidates later, Halogen had found its next VP of sales.

RESULTS

David accomplished in three months what Halogen hadn't achieved internally in nine: Find the perfect candidate, one who translated into record-breaking quarter-over-quarter sales, and who in just one year helped grow the company's client base from under 400 to close to 1,000. "The amount of time and money and effort that we had put forth (during the internal search) was unbelievable," said Janus, adding that Halogen also hired David to find its next customer care director.

"We got the VP of sales in, gave him what our mandate was, and told him to go for it. David picked the winner!"



Perry-Martel International

www.PerryMartel.com

613.236.6995