

How Salesrecruiters uses LinkedIn Talent Solutions to find the best candidates in one of the most competitive marketplaces

SUCCESS STORY

When you operate within an incredibly competitive marketplace and even more incredibly tight labour market, how do you make sure that a candidate chooses you when they can pick any sales position they want, and recruiters call them daily? This is the exact conundrum faced by Jasper Bentvelsen, Manager Finance, ICT and Operations at Salesrecruiters.

Based in the Netherlands, Salesrecruiters specialises in sales recruitment by harnessing well-honed recruitment and selection techniques. The growing business speaks to a savvy audience of sales professionals in a language that resonates.

“We speak the language of the account managers and sales managers,” explained Jasper. “Salespeople are busy and straightforward. That’s why it is so important to communicate with the right candidates – in the right way – so that they choose you.”



THE CHALLENGE

Sourcing the right candidates

Salesrecruiters has worked with LinkedIn for more than eight years. Jasper has worked at Salesrecruiters for more than five years. Even in this short time, he has noticed how paramount LinkedIn has become. It's a vital tool and one that the company values strongly.

“It is hard to source talented sales staff,” said Jasper. “Sourcing the right candidates was a big challenge. This is why we engaged LinkedIn.”

THE RESULTS



Year on year increase in candidate engagement

Job applications increased by 125% and job views increased by 165%



Sourcing talent professionals efficiently

LinkedIn enables Salesrecruiters to source the most talented sales professionals in an extremely competitive marketplace – 80%+ year on year increase



Positioned as a leading recruiter

LinkedIn has helped to position Salesrecruiters as a leading sales recruiter in the Netherlands, opening up new connections and conversations with prospective candidates

[Learn more](#)

THE SOLUTION

Using the best tools

Salesrecruiters uses LinkedIn Job Slots and LinkedIn Recruiter Seats. Now every recruiter at Salesrecruiters has access to a Recruiter Seat. This means that LinkedIn plays a huge role in how the company sources talented sales professionals.

Jasper actively trains recruiters on how to use Recruiter effectively and efficiently. This has had a hugely positive impact on Salesrecruiters' success. In fact, 80 per cent of placements come via LinkedIn. With such a great return on investment, LinkedIn is the most important tool that Salesrecruiters has at its fingertips.

Jasper commented: "All of our new recruiters are trained in how to use LinkedIn Recruiter Seats. I conduct sessions with new recruiters and show them how to use LinkedIn to their advantage. This is essential as a recruiter can spend up to 70 per cent of their time searching for candidates. LinkedIn enables a recruiter to be self-sufficient. The product works brilliantly. LinkedIn is totally necessary for our business."

Salesrecruiters works extensively with LinkedIn to position the business as a market leader. Its hard work and achievements have been recognised, as Salesrecruiters has been nominated in the LinkedIn Talent Awards, which celebrates businesses that excel at engaging talent.

“

If you want to stay ahead of the competition and remain the preferred partner of sales professionals open to new opportunities, you must continue to improve and innovate in many areas. When it comes to market insights and connecting to our candidates, LinkedIn is our main source.”



Enrico Ouwehand
Founder

[Learn more](#)

Data aids growth and efficiency

According to Jasper, LinkedIn Recruiter is easy to use and features great filters. He is a great champion of the platform and believes that the tools increase efficiency if they are used at scale. Furthermore, LinkedIn is used in accordance with Salesrecruiters' guidelines. It is vital that the platform complements vision, tone of voice and strategic goals and it is vital that Jasper can analyse key data, which enables Salesrecruiters to measure results.

"We are doing more and more with data," Jasper explained further. "We want to measure everything, including time to hire, where we source our candidates from, and which messaging is working. We are heavily focused on making sure that potential candidates engage with us. By using the data, we become better.

"We want to message the right people, so it's important that we understand how to trigger a response in them. LinkedIn data enables us to do that."

Enrique Cortes, Director Schiphol at Salesrecruiters, concurred. He said: "Salesrecruiters is known for its proactive approach to recruitment. LinkedIn Recruiter enables our team of intelligent consultants to find the right profiles by means of a very extensive range of filters. We can incorporate the strict requirements from our client into the many options LinkedIn Recruiter has to offer, resulting in very specific search results. The possibility to approach and follow up profiles in a very personal way gives us the opportunity to give every candidate a tailor-made experience. In combination with our experience, matches are then created that we cannot achieve with any other 'search engine.'"

“

LinkedIn Recruiter enables our team of intelligent consultants to find the right profiles by means of a very extensive range of filters. We can incorporate the strict requirements from our client into the many options LinkedIn Recruiter has to offer, resulting in very specific search results.”



Enrique Cortes

Director Schiphol

[Learn more](#)

Making a huge difference

Working collaboratively with LinkedIn, Salesrecruiters has successfully produced content that is designed to help recruiters search for candidates in a crowded marketplace. This is just one example of how LinkedIn has helped Salesrecruiters, which is experiencing a strong period of growth.

“Because of COVID, the number of salespeople connecting and engaging on LinkedIn has doubled. We use LinkedIn to direct people to job postings and our own website. This has resulted in a reduction in time spent searching for candidates and has connected us to new prospective candidates.”

In fact, more than 80 per cent of Salesrecruiters’ new candidates are sourced via LinkedIn and engage with the company via the platform. Also, in the last 12 months, job applications have increased by 125 per cent and job views have increased by 165 per cent. Candidate engagement is increasing year on year.

Jasper concluded: “Without LinkedIn we can’t do our work.”

[Learn more](#)

“

LinkedIn Recruiter enables our team of intelligent consultants to find the right profiles by means of a very extensive range of filters. We can incorporate the strict requirements from our client into the many options LinkedIn Recruiter has to offer, resulting in very specific search results.”



Jasper Bentvelsen

Manager Finance, ICT and
Operations Schiphol