

Case Study:

Building HR & Recruiting Top Sales Team (Frankreich)

Groupon is a social shopping platform operating in 48 countries with 52 million active users. Sales is a core competency essential in gaining the best partners and deals for Groupon.



Challenge

In order to recruit an effective sales team for 10 locations, it was necessary to come up with a well thought out recruiting strategy and an efficient talent acquisition process.

**GROUPON**

Methods

Define an HR recruiting strategy with the CEO and implement the recruiting process immediately:

- Reorganization of the HR team and creation of a recruiting team
- Search for suitable sources/databases online
- Scan and evaluate CVs
- Evaluate, calibrate, negotiate conditions
- Upon positive result: draw up contract and on-board immediately



Results

The sales team was increased from 3 to 40 in ten locations within four weeks, with the operative start of all sales persons ensured

Stefanie Peters was invaluable to us during Groupon France's startup phase, because she thinks and acts on both a pragmatic business level and an analytical and strategic level. She can lead and inspire young people in particular, guiding them to their objectives very quickly.

Marc Samwer, Managing director/ Founder, European Founders Fund

