



*today's talent. tomorrow's success.™*

**LUCAS GROUP**



## Sales and Marketing





**You need the best sales and marketing professionals working for you.**

Where are you going to find them? Classified ads? Job boards? The cousin of a colleague who used to work in the industry? You need more than resumes. You need talent.

**Your company's future is too important to trust to anyone but Lucas Group.**

You want the best. You want it quickly. And you want your next hire to drive business success. You don't just need access to candidates. You need talented, highly-qualified, game-changing employees.

**We know how to find the sales and marketing talent you need for success.**

Of the thousands of candidates we placed recently, 91% were currently employed. We can find the candidates you need and work with you to convince them to make an employment switch.



## A Different Approach to Sales and Marketing Recruiting

### How do we accomplish what others can't?

#### First, we listen. Then we get to know you.

Through deep and objective research into your organization, we get to know you better than anyone. To serve as your premier sales and marketing recruiting partner, we want to know more than simply what the job entails. We do our own exhaustive research and work closely with you to understand your strategic objectives, your reputation and areas of expertise, and how a premier recruiting firm can help you solve current problems and achieve long-term strategic goals. Upon completion of our research and analysis, we begin our search for the best candidate to fill your needs.

#### We work with knowledge, speed, and confidentiality.

Our sales and marketing recruiters discretely assist top companies to find and hire transcendent talent. More importantly, we only place people in situations that make the most sense. A wrong fit may yield a fee, but not a long-term relationship. We qualify both our clients and prospective candidates to ensure that Lucas Group makes the most sense for you. We're in this for the long haul, and we'll work diligently to become a seamless, accessible, and complementary partner to your company – helping you achieve increasingly aggressive business goals.

#### Our long-term approach separates us from the competition.

We understand our clients and the candidates, and we appreciate that hiring decisions impact people, companies, families, and careers. Everything we do reflects our deep understanding of the executive recruiting process and the critical importance of each placement for both our clients and the candidates they seek. We are interested in more than one placement. We are interested in becoming your seamless executive recruiting partner. Because of that philosophy, we treat our clients and our candidates with professional courtesy and discretion at every point in our relationship.



One of our long-term clients is a \$4 billion conglomerate. Recently they were looking for a VP of Marketing for a division that does quality assurance and safety work in the electrical and commercial industries.

They ideally wanted someone with both an agency background and product marketing experience. Two members of our team joined forces—an expert in agency work and another in product marketing—to tackle this retained recruiting challenge.

The VP of HR for this company had been personally working on filling this position for six months, interviewing 60 people in the process to no avail. One of the obstacles was that they were unwilling to pay relocation costs to the Chicago area, believing that they should be able to find a candidate within the region.

Within five weeks, Lucas Group Marketing recruiters identified three candidates who precisely fit the client's requirements and successfully placed one of them.

**What the company had been unable to do in six months and through 60 people, we efficiently and effectively managed in five weeks.**



## Local Knowledge and National Reach

**Lucas Group sales and marketing recruiters understand the intricacies of local hiring markets and the significance of national and global trends.**

**That's a powerful combination in today's competitive marketplace.**

Consider the experience of one of our clients, an integrated marketing firm located in Las Vegas. They were looking for someone with extensive integrated marketing and e-commerce experience who could work in Las Vegas as their new VP for Product Marketing. For six months, their VP of Human Resources and her team had perused the job boards, received resumes, and had interviewed prospects. But they'd yet to find the right fit. Recognizing their need for a recruitment partner, they turned to Lucas Group.

The Lucas Group sales and marketing team already enjoyed a solid relationship with the company, so the client decided to try our sales and marketing recruiters to help them achieve their goals.

The first thing we did was to listen, asking questions about challenges they'd encountered, corporate strategy, future aspirations, and personality fit. Once we more clearly focused the job description, we began our search.

We tapped our candidate database, networked with our contacts, and talked to experts in the field. Within 12 days, we were able to present two candidates for interviews and within five weeks of the beginning of our assignment, this company had their new VP for Product Marketing.

**Their new hire was not in the market for a new job. His LinkedIn profile was out-of-date and would never have indicated that he was a perfect fit. But our research went well beyond the job boards to place a senior executive who was already living in Las Vegas. In less than one quarter, he has generated \$1.2 million in incremental sales.**

**Isn't that the type of sole-source recruiting assistance your company needs?**



## Better People; Better Sales and Marketing Results

**The Lucas Group culture and methodologies drive superior business results for our clients.**

Why? Because we hire the best recruiters in the industry; we continuously train and educate them to stay at the top of their game; we employ sophisticated and effective technology to enhance their skills; and we have a business philosophy that puts our clients above everything else.

All Lucas Group sales and marketing recruiters have either extensive recruiting or sales and marketing industry experience. They are people with intellectual horsepower and the nimbleness to anticipate and react to dynamic situations. They are true multi-taskers, capable of navigating the vagaries of the hiring process, in a fast and effective fashion.

**It's not easy to become a Lucas Group recruiter. But once hired, our recruiters receive the finest, most systematic training in the industry.**

It begins with a month-long corporate training program at our North American headquarters in Atlanta and in their home offices.

We then match new recruiters with an experienced veteran who mentors them in the nuances of success.

We continue their training through in-house and on-line training programs throughout their first year in the industry and systematically throughout the entirety of their career at Lucas Group.

We take a highly structured approach and focus our training on forging outstanding recruiting teams.

**At Lucas Group, we're not simply a collection of independent contractors, but an integrated recruiting team that can maximize your efforts in sales and marketing... or any other major industry.**





## We augment outstanding human capital with outstanding technology.

**Lucas Group utilizes a highly-sophisticated candidate database. That database catalogues names, detailed notes, updated contact information, and a complete history of interaction with people who are not active in the job market but are receptive to entertaining the right offer.**

You won't find these people through many of our competitors, and you definitely will not ever see them on a job board. But we know who they are; where they are; and what it would take to interest them to take the next step in their career.

Additionally, we have a highly visible presence in the world of social media; including LinkedIn, Facebook, Twitter, and other business sites where professionals connect.

Finally, we have a different perspective than many on how to be successful in the sales and marketing marketplace and in executive recruiting as a whole.

**By helping our clients succeed, our success will take care of itself.**

As a corollary, we believe in treating our clients the way we like to be treated. For a recent training event, Lucas Group invited a senior executive from one of the world's leading luxury hospitality companies to share his knowledge on how to anticipate and surpass client expectations. Our focus on long-term client satisfaction is sincere and ongoing, and it separates Lucas Group from the field.



## Long-term Sales and Marketing Relationships

**Like you, we're in business to make money. We make no apologies, and we don't try and hide that imperative behind meaningless platitudes.**

**Over the course of our 40-years history, we've learned that you can make more money if you help your clients do the same. It's not a zero sum situation.**

We believe strongly in taking a very patient, consultative, and long-term approach to our clients—an approach that yields ongoing success and long-standing relationships. Sometimes that means telling clients what they don't want to hear. Sometimes that means admitting that we may not be the best fit for their needs. Sometimes that means that we forgo a professional commission because it's not in our client's best interest.

But we're in this for the long run. We value enduring client relationships forged by long-tenured recruiters. Our sincere and professional approach makes Lucas Group unique in an industry that doesn't always enjoy a stellar reputation.

**At Lucas Group, we are redefining the executive recruiting experience through the use of market data, analytics, and consistent and candid communication.**

**For each interaction you have with us, we guarantee that:**

- You will have a consistent and personal point of contact throughout the entire process. We don't fly a team in for the presentation and then turn the process over to people in the back office to manage the search. The recruiter you meet at the beginning of your Lucas Group relationship will be the person who works with you through the entire recruiting and hiring process.
- We will ask good questions and listen better than any other executive recruiter.
- You will receive premium consultative service and no sales pressure.
- We will use the depth and breadth of Lucas Group specialization to find transcendent talent in any industry. Looking for a Chief Marketing Officer in San Diego? We can do that. Need a Senior VP for Accounting and Finance in Baltimore? We can do that too. If you have multiple hiring needs, Lucas Group can be your sole-source executive recruiting partner.

**We have experience, breadth, and in-house research capabilities, all focused on finding the perfect candidate for your company or firm.**

