

Sourcing Model Transformation



Sourcing Model Transformation

Rebuilding a North America Retail B2B Sales Engine

Client Overview

Large North American retail corporation with a significant B2B sales division. 4C4ward was retained to evaluate and restructure the North America B2B Sales Talent Acquisition program following sustained revenue decline tied to vacant Sales Account Executive roles.

The Challenge

- Inability to proactively source qualified B2B Sales Account Executives
- Extended time-to-fill across multiple North American regions
- Overreliance on third-party search firms
- Rising external recruitment costs
- District Directors at risk due to missed revenue targets
- Reactive Talent Acquisition model misaligned with revenue goals

30-Day Diagnostic Assessment

4C4ward conducted a structured evaluation of the existing recruitment infrastructure. The review identified limited proactive sourcing capability, insufficient recruiter training in outbound engagement, lack of structured pipeline development, and weak employer brand positioning in competitive B2B markets.

Strategic Intervention

1. Proactive Sourcing Model Implementation

Redesigned recruiter workflows around outbound sourcing strategy, implemented market mapping, and introduced structured pipeline development practices.

2. Recruitment Training & Capability Development

Delivered sourcing-focused training to shift Talent Acquisition from reactive hiring to proactive engagement, reducing dependency on third-party search firms.

3. Employer Brand Marketing Initiative

Developed targeted employer brand messaging for struggling regions, aligning Sales Leadership and Talent Acquisition to strengthen candidate attraction.

4. Cost Control & Structural Realignment

Reduced third-party recruitment costs through internal sourcing strength and embedded sustainable recruiting processes within the organization.

Measurable Results

- 74 internal hires executed across North America
- Significant improvement in time-to-fill for Sales Account Executive roles
- Reduction in third-party search firm costs
- Stabilization of underperforming districts
- Direct contribution to improved regional sales performance

Enterprise Impact

The sourcing model transformation protected revenue-producing territories and repositioned Talent Acquisition as a revenue-enabling strategic partner. The structural changes implemented remain embedded within the retail B2B sales organization to this day.

Proactive sourcing is not a recruiting tactic — it is revenue protection.