



PEAK CASE STUDY: PIONEER DJ

The right leadership talent drives revenue in preparation for an IPO

Overview

Situation:

Pioneer DJ Americas is acquired by their primary investor, KKR, and in preparation for an IPO, sets aggressive top line growth objectives.

Solution:

Pioneer DJ partners with Peak Sales Recruiting to evaluate their sales force talent needs and recruit a senior sales leader with the ability to drive revenue and exceed targets.

Results:

Through Peak's partnership, Pioneer DJ was able to recruit top sales talent and increase total sales by 8 percent and latin american sales by 27 percent in their first year.

— “ —

I know I can trust Peak's team to deliver. We hired exactly the kind of senior sales leader we needed to disrupt the sales function, and lead us to record sales.

— ” —

Ann Szilagyi
VP of Operations
Pioneer DJ Americas

Situation

Pioneer DJ is the leading organization in hardware and software for DJs and the music industry. Their purpose is to understand and predict the future needs of DJs, clubs and the dance music community, and deliver products and services that enable, excite and provide total enjoyment. They are the number one brand for DJ equipment and hold the highest market share (60%+) in the industry.

In March of 2015, Pioneer DJ was sold to KKR, their primary investor. In preparation for an IPO, Pioneer DJ was mandated with aggressive revenue targets and after evaluation, it was determined that the sales team would need appropriate reinforcement to meet these goals.

“Working closely with KKR, our management team determined that in order to meet our targeted sales growth, we’d need to further build out our sales team – starting with getting the right leadership talent,” says Pioneer DJ Americas’ VP of Operations, Ann Szilagyi.

Solution

Since the success of Pioneer DJ’s growth initiatives were highly dependent on the acquisition of top sales talent, the decision was made to reach out to a third party recruiter specializing in B2B sales. “We decided to reach out to an external recruiter because this hire was so crucial to meeting objectives that we couldn’t risk hiring the wrong person,” says Ann Szilagyi.



ANN SZILAGYI

“We decided to partner with Peak because we trusted that their methodology would get us the best fit for our team. We were very impressed with their scientific assessment process and overall approach to sales hiring.”

Peak assigned Pioneer DJ with a dedicated recruiting team with extensive experience recruiting software and hardware salespeople on the US west coast. Peak’s team took a lead in evaluating Pioneer DJ’s organizational needs and gained a deep understanding of the type of sales talent needed to achieve their company-wide objectives. “Peak’s recruiting team really took the time to listen to our requirements and help us develop mandatory hiring criteria,” says Ann Szilagyi, “The fact that they were so accessible and committed to working with us really assured me that this project was going to be a success.”

Using the competency profile of Pioneer DJ’s ideal sales leader, Peak headhunted gainfully employed sales executives who met each defined mandatory criteria, including success and skills in:

- Articulating the value proposition of a higher price point solution
- Balancing sales through channels partners
- Selling solutions related to the music instrument industry
- Managing and growing global distributors, dealer accounts, and direct sales
- Leading a sales team including recruiting, coaching, forecasting, managing/tracking performances, and strategic planning

To ensure every candidate had the right sales DNA for Pioneer’s selling environment and organizational culture, Peak assessed each candidate using Peak’s Certified Scientific Assessment System.

Results

Peak cut Pioneer DJ's time-to-hire in half, driving candidate flow who had proven experience in their industry and had the skills, experience, and DNA needed to be successful in their environment. "They gave us a lot of great choices and they were all spot on," says Ann Szilagyi. "We had a really hard decision to make but we know we got the best guy for the job."

Pioneer DJ America's new Senior Vice President of Sales has already made a profitable impact on their business – within his first year, he increased total sales by 8 percent and Latin American sales by 27 percent. "We have been very impressed with his influence on the sales team," says Ann Szilagyi, "He has acted as an amazing mentor for our sales force and even exceeded targets within his first month. He is exactly the kind of leader we needed to disrupt the sales function, and lead us to record sales."

Peak continues to act as Pioneer DJ's strategic talent acquisition partner, providing consultative services on recruiting efforts including compensation, onboarding, and retention. "Peak's my recruiting partner because of their ability to work with you, understand your organization's needs and culture, and deliver candidates who are going to be successful in your environment. They bring tremendous value."



Latin American sales increased by 27 percent in the first year



Total sales increased by 8 percent in the first year



Year over year growth targets exceeded

Questions? Call us at [+1.800.964.0946](tel:+18009640946)