

THE
sales
EXPERTS

CASE STUDY

HOW WE HEADHUNTED
TWO CONSTRUCTION SPECIALIST
SALES HUNTERS IN 10 WEEKS



CLIENT

Speciality partition manufacturer

SPECIALISATION

Industrial factory and warehouse partitions, curtains and screens, temporary buildings and construction

SUMMARY

Our client needed 2 experienced sales professionals to lead growth on their sales team.

KEY STATISTICS

HUMAN RESOURCES

- 1** BUSINESS DEVELOPMENT MANAGER
- 2** SENIOR RECRUITERS
- 6** TALENT ACQUISITION MANAGERS

TOTAL HOURS
255

TIMEFRAME
10 WEEKS

CLIENT BACKGROUND

Our client is a market leader in industrial factory and warehouse partitions, curtains and screens, temporary buildings and construction and fit out hoarding.

The target market for our client is Tier one and Tier Two construction companies and contractors across the United Kingdom and Europe with a focus on high value partition projects typically in warehouse and factory environments.

REQUIRED ROLES

1 New Business Account Managers to join expanding team to generate new business out of new accounts. The successful candidate will be responsible for generating sales revenue from new accounts, predominantly in the warehousing and manufacturing sectors. Candidates could be located anywhere in the U.K. but must be prepared to travel to clients as required. **2 open positions.**

RECRUITMENT STRATEGY

We started with development of a custom database of U.K. based, working, established full-sales cycle Construction Sales Executives with Full Sales experience selling into construction and manufacturing sectors. Candidates must have a professional, disciplined, organized approach to selling and want to establish themselves in a family oriented business. Base salary was circa £60K with double on-target earnings.

In the next stage a targeted approach of researching, connecting, engaging, and presenting this compelling opportunity. We collected detailed résumés and support documents, interviewed each candidate and completed The Sales Experts - Sales Hunter Intelligence Evaluation Assessment© Once our assessments were finished, we presented all top-rated candidates to our client for review. Our client conducted their own assessment and series of interviews. Upon final selection we assisted with the offer process.

RESULTS

New Business Account Manager



- **Cold Screening of Candidate Profiles**
- Agency Side Interviews Conducted**
- Candidates Presented**
- Client-side Interviews Conducted**

*** Cold Screening represents the initial group of candidates identified as having a potential fit to the search parameters. These candidates were then contacted and those interested in the opportunity were further screened prior to scheduling Agency Side interviews.*

CONCLUSION

Finding top sales talent in the construction sector is challenging as salespeople tend to lack the professional footprint of other industries. Success required serious networking and leveraging all of our established relationships to find the proverbial needle in the haystack. However, our research-focused search approach delivered the results our client was looking to achieve.

We dug deep, stayed focused, and made a good list of potential candidates. We then used our Sales Intelligence Evaluation Assessment[©] to pick out the best salespeople to show our client. Ultimately, we successfully hired two excellent sales professionals, and they are actively contributing to the ongoing growth of our client.