

## Client Case Study – Commercial & Industrial Solutions Sector

### Established fleet finance firm seeking top sales performers to take market by storm

#### ✦ The Client

A well established fleet finance provider who have in recent years featured within the corporate market place. Their offering encompasses contract hire, fleet management and fleet rental. Having achieved steady growth in recent years they decided to reinvest and recruit high level sales people to the business to really take the market by storm.

#### ✦ The Brief

The requirement was to find top performing sales people who worked for FN50 players and therefore would be competing in the same markets. They would consider candidates who lived anywhere in the UK. They needed to have proven track records in self generated new business acquisition. We were asked to meet with the management team to present our business credentials and our way of tackling their requirements.

#### ✦ The Solution

Having established that our client's requirements were very specific and that suitable candidates would be working for a select number of industry players we decided that a direct approach service would be best in this instance. We worked out a plan to research and call every Business Development Manager working for a FN50 player. We of course excluded employers who we recruited for. This was carried out over a six month period on a monthly retainer basis where we produced reports on our activity. This process was undertaken in complete confidentiality. Our solution created a volume of very specific candidates from which they were able to select and successfully recruit.

