



## Client Case Study - Engineering Sector

### World leading industrial automation manufacturer requiring technical expertise with sales personality

#### ✦ The Client

This truly world leading industrial automation manufacturer, with a multi billion dollar turnover and a sales force in the UK in excess of 100, continues to bring market leading products and solutions to ever more challenging manufacturing environments.

#### ✦ The Brief

Hiring professional sales people with a combination of technical expertise and a sales personality continues to provide one of the greatest challenges to the growth of their business, and it was with this in mind as well as our reputation in this field, that we were approached.

#### ✦ The Solution

With a long track record in engineering sales recruitment, a sales director who formed the team many years ago and two senior consultants who continue to be our top fee earners, we felt confident that we could fulfil these complex requirements.

A visit to their offices and a factory tour enabled us to draw up a comprehensive list of reasons why candidates should join the client, as well as a far better understanding of the products, services and solutions that the client offers to UK manufacturing.

The key to successfully filling the roles clearly lay in our ability to network amongst the 1000+ active job seekers and 10,000+ historical job seekers' records held on our unique bespoke database.

This, together with direct approaches to competitor employees enabled us to concisely shortlist no more than three candidates for each position of which in 90% of cases, the client employed a candidate from us.

