



Client Case Study - Medical Sector

Sales high flyers sought by multi-billion medical technology company to take on new market

✦ The Client

This multi-billion dollar US company are at the forefront of Medical Technology and specialise in the complex world of Diagnostic & Solution testing. They have a sales force across the world in the hundreds and are consistently investing in R&D to bring new innovative technologies to market and ultimately improve clinical effectiveness both ethically and economically within the hospital environment.

✦ The Brief

This client needed specific sales professionals who could instantly add value to their organisation and UK operation. However, they were branching into a new market and therefore needed proven track records and established sales personnel to fulfil their precise criteria. It was with this in mind, combined with our proven reputation in this field, that On Target's Medical sector was approached.

✦ The Solution

With a successful track record in Medical sales recruitment, and a broad knowledge of the client's target market, we were confident that we could provide the client with the level of service required to successfully build and add instant value to our client's sales force.

A visit to their offices and a tour of their on-site mock hospital arena 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 the UK clinicians.

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 strategically directed approaches to competitor employees enabled us to concisely shortlist no more than three candidates for each position, in which the client filled exclusively through us.

