

CASE STUDY

WAHL (UK) - RECRUITMENT OF
A KEY ACCOUNT MANAGER



CLIENT

Wahl (UK)

SPECIALISATION

Personal care and grooming
industry

SUMMARY

Wahl (UK) required a Key Account Manager to strategically manage and expand their customer base across the Midlands, Wales, and Ireland. This case study details the targeted recruitment process employed by The Sales Experts.



KEY STATISTICS

HUMAN RESOURCES

1 BUSINESS DEVELOPMENT MANAGER

1 SENIOR RECRUITER

2 TALENT ACQUISITION MANAGERS

TOTAL HOURS

207

TIMEFRAME

6 WEEKS

CLIENT BACKGROUND

The Company Founded in 1919 by Leo Wahl, Wahl pioneered the world's first electric magnetic hair clipper. Today, Wahl is the global leader in manufacturing and marketing electromechanical hair clipping and personal care products, dominating professional, consumer, and animal markets. Wahl is renowned for its commitment to innovation, quality, and customer satisfaction, maintaining a significant presence in the personal grooming industry.

REQUIRED ROLE

1 **Key Account Manager.** The vacancy arose as the previous holder progressed to a National Account role. The role demanded an exceptional individual with strong field sales experience, capable of managing approximately 110 buying accounts and developing joint business plans for key accounts.

Additionally, the role required extensive travel, including frequent visits to Ireland and Northern Ireland, necessitating a strategic approach to recruitment. Approximately 50 nights a year away from home.

RECRUITMENT STRATEGY

To address Wahl's specific needs, The Sales Experts Ltd designed a bespoke recruitment strategy focusing on candidates with:

- Proven field sales experience, particularly in a regional context.
- Strong capability in strategic account management and marketing plan development.
- Alignment with Wahl's core values, including family, integrity, and humility.

The search strategy included leveraging industry-specific networks, online recruitment platforms, and referrals to unearth candidates who not only had the required skills but also understood the extensive travel demands and company culture.

RESULTS

The selected candidate demonstrated a proven understanding of key account management, had a solid track record in field sales, and shared Wahl's commitment to quality and customer service.

Key Account Manager



650 PEOPLE

Agency Side Interviews Conducted

25 PEOPLE

Client-side Interviews Conducted

9 PEOPLE

14 PEOPLE

HIRED

1

PERSON

** 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

The successful recruitment of the Key Account Manager for Wahl (UK) clearly showed The Sales Experts' capability to define a recruitment strategy that fits with the client's business needs and cultural values. This strategic approach ensured the onboarding of a candidate who is not only equipped to manage Wahl's key and regional accounts but also poised to drive sustainable growth and uphold the brand's legacy. This placement strengthens Wahl's market position and supports its continuous commitment to innovation and excellence in the personal grooming industry.