



THE
sales
EXPERTS



CASE STUDY

SEVADIS -
SEARCH FOR A SALES DIRECTOR



CLIENT

Sevadis

SPECIALISATION

Electric Vehicle (EV) charging solutions

SUMMARY

Sevadis, a leading company in electric vehicle (EV) charging solutions, partnered with The Sales Experts to recruit a strategic Sales Director. This case study outlines the specialized recruitment campaign at finding a sales leader





CLIENT BACKGROUND

Sevadis is transforming the EV sector with advanced charging infrastructure.

With a focus on both residential and commercial markets, Sevadis aims to enhance the EV ownership experience by providing reliable and accessible solutions.

KEY STATISTICS

HUMAN RESOURCES

- 1 BUSINESS DEVELOPMENT MANAGER
- 1 SENIOR RECRUITER
- 4 TALENT ACQUISITION MANAGERS

TOTAL HOURS

185

TIMEFRAME

12 WEEKS

REQUIRED ROLES

1 Sales Director

The primary challenge was to hire a Sales Director with a proven track record of developing and executing comprehensive sales strategies. The ideal candidate needed to consistently exceed revenue targets, enhance the company's commercial capabilities and align their strategies with Sevadis' mission of sustainable growth in the EV market.

RECRUITMENT STRATEGY

To address this challenge, The Sales Experts developed a **tailored recruitment strategy** inspired by Sevadis' commitment to innovation and service excellence. The process began with an extensive analysis of the EV industry and related sectors to understand market dynamics, the competitive landscape, and growth opportunities.

The candidate profile focused on high-growth experience, sales strategy expertise, and surpassing targets. The recruitment campaign used industry networks, online platforms, and headhunting. Diligent assessments evaluated sales acumen, strategic thinking, leadership qualities, and cultural fit, refined by Sevadis' feedback.

Targeted headhunting approached candidates with proven sales team success and significant revenue growth. Multiple interview stages guarantee alignment with Sevadis' objectives. Collaboration with Sevadis' leadership ensured candidates met organizational requirements. This approach secured a Sales Director to achieve Sevadis' goals and drive future success in the EV market.

RESULTS



- **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.*

The Sales Experts successfully hired a highly qualified Sales Director, showing that their targeted recruitment strategy works for Sevadis. We focused on finding candidates with strong sales leadership backgrounds and a passion for sustainable technology solutions. The Sales Experts helped select a leader who can drive revenue, build an excellent team, and improve Sevadis' position in the competitive EV charging market.

This case study shows how specialized recruitment is vital in finding and attracting top talent to achieve organizational goals. Sevadis plans to use the new Sales Director's expertise to achieve more success in the dynamic electric vehicle infrastructure market.



CLIENT'S REVIEW

We recently recruited multiple roles with The Sales Experts - great experience from start to finish with appointment of some excellent candidates.

**JOHN ABERNETHIE,
MANAGING DIRECTOR AT SEVADIS**

