



THE
sales
EXPERTS



CASE STUDY

HOW WE HEADHUNTED A HEAD OF
SPECIFICATION SALES MANAGER
IN 7 WEEKS



CLIENT

Birkdale

SPECIALISATION

Construction / Building products

SUMMARY

Our client required a senior sales leader to drive specification-led growth across housing, developers, and construction markets.



CLIENT BACKGROUND

Birkdale is a leading UK manufacturer of gate and fencing accessories with a strong reputation built over decades. The business has consistently invested in product innovation and customer service to maintain its market position.

To accelerate growth, the company needed a senior commercial leader capable of expanding specification sales across key sectors including social housing, developers, and landscape design.

KEY STATISTICS

HUMAN RESOURCES

- 1 BUSINESS DEVELOPMENT MANAGER
- 1 SENIOR RECRUITERS
- 2 TALENT ACQUISITION MANAGERS

TOTAL HOURS

84

TIMEFRAME

7 WEEKS

REQUIRED ROLES

1 Head of Specification Sales / Commercial

UK-based national role

Required:

Proven leadership in construction or building products

Strong experience in specification sales. Ability to build relationships with architects, developers, and contractors. Track record of delivering revenue

RECRUITMENT STRATEGY

We built a custom candidate database focused on specification sales, construction product manufacturers, and building materials suppliers, targeting professionals experienced in selling into housing associations, developers, and contractors.

An extensive list of pre-screened candidates was engaged through direct outreach, email, and calls, focusing on individuals already operating in specification-led, project-driven environments.

Each candidate was assessed for specification sales expertise, stakeholder influence at design stage, leadership capability, and ability to drive national revenue growth.

Fourteen high-calibre candidates were shortlisted and presented with full profiles and detailed evaluation notes. The client's preferred candidate accepted the offer within the agreed search timeframe.

RESULTS

National Account Manager



- **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 team delivered on a highly specific, leadership-level brief within a complex specification sales environment.

We mapped the market quickly, identified the small pool of relevant candidates, and engaged individuals already succeeding in specification-led roles.

Only candidates with proven experience influencing projects at design stage and leading commercial growth were presented.

Communication was direct and consistent, keeping the process moving and aligned at every stage.

The client secured a high-impact hire who has taken ownership of the specification sales function, strengthened key stakeholder relationships, and is already contributing to pipeline growth and revenue development.



CLIENT'S REVIEW

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

John Abernethie
Managing Director, Birkdale

