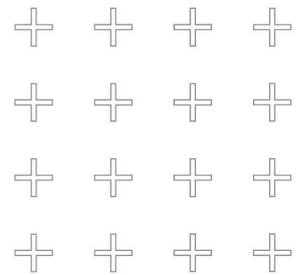


CASE STUDY

HOW WE HEADHUNTED
THREE COMMERCIAL
PROFESSIONALS FOR A UK
GIFTWARE BUSINESS IN 8
WEEKS



CLIENT

Established UK Giftware Company

SPECIALISATION

Giftware, stationery,
publishing-related products and
consumer goods

SUMMARY

Delivered three commercial appointments for an established owner-led giftware business after traditional recruitment routes failed to produce the right fit.



KEY STATISTICS

1 BUSINESS DEVELOPMENT MANAGER

2 SENIOR RECRUITERS

3 TALENT ACQUISITION MANAGERS

TOTAL RECRUITMENT HOURS

95

COMPLETION TIMEFRAME

8 WEEKS

CLIENT BACKGROUND

Our client is an established UK giftware company with a 28-year trading history. The business needed to strengthen its commercial team with two experienced sales professionals, then returned to The Sales Experts to recruit an e-commerce professional.

REQUIRED ROLES

2 Sales Professionals

1 E-commerce Professional

RECRUITMENT STRATEGY

We began with a detailed consultation to understand the company culture, commercial objectives, target customer base, and why previous recruitment activity had failed. We then built a targeted headhunting strategy around market mapping, competitor research, direct engagement with passive candidates, structured screening, agency interviews, Sales Hunter Intelligence Evaluation Assessments, candidate reports, interview coordination, feedback management, and offer support.

RESULTS

Commercial hires



**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.*

CONCLUSION

This case demonstrates that specialist headhunting is not limited to large corporations or executive board appointments. The client had already tested traditional recruitment channels without success. Through focused market research, direct candidate engagement and structured assessment, The Sales Experts delivered three commercial appointments within eight weeks.