THE sales EXPERTS

CASE STUDY

THREE COMMERCIAL PROFESSIONALS FOR AN ESTABLISHED UK GIFTWARE BUSINESS IN 8 WEEKS

CLIENT

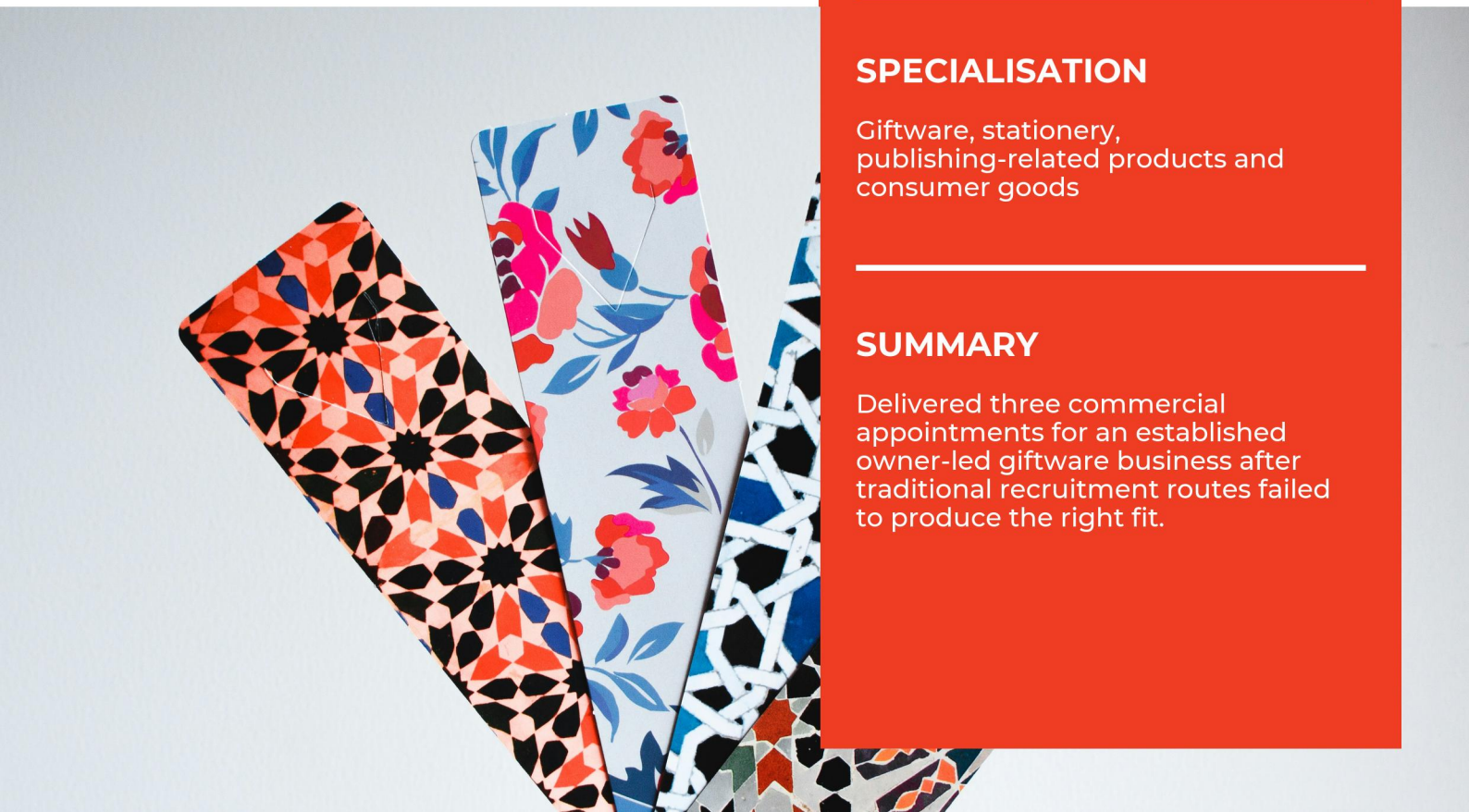
Established UK Giftware Company

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.

The business had previously used traditional recruitment agencies but had been unable to identify candidates with the right combination of sales performance, sector understanding and cultural fit.

REQUIRED ROLES

- **2** Sales Professionals
- **1** E-commerce Professional

RECRUITMENT STRATEGY

We began with a detailed consultation to understand the company's culture, commercial objectives, required experience, target customer base, previous recruitment challenges and the profile most likely to succeed long term. We then developed a targeted headhunting strategy to identify proven professionals already working successfully within relevant sectors, rather than relying on advertisements or active applicants. The process combined market mapping, competitor research, direct engagement with passive candidates, detailed 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.*

CLIENT REVIEW

I run a 28 year old giftware company, and needed two excellent salespeople, and had tried (unsuccessfully) the usual route of regular recruitment agencies. This was the first time I had used a headhunting agency (believing that this was something only giant banks or institutions use!). I initially spoke with Wyn, who immediately reassured me about their professionalism and expertise. And they lived up to their word, understanding the brief to the letter and delivering. I was so impressed that I also (successfully) used them for an Ecommerce role I had. I am very grateful to them, and highly recommend.

Gary Lancet
Managing Director, Thinking Gifts Company Ltd