



CLIENT CASE STUDY



International lighting manufacturer seeking specialist sales engineers

The Client

This international lighting manufacturer, with manufacturing facilities in mainland Europe and the UK, have a 50 year track record of providing technical solutions in an ever increasingly innovative and eco-friendly way.

The Brief

With a small but successful UK salesforce, they decided that an additional four specialist technical sales engineers should be added to the team, across the UK.

They required real talent; people that were already generating significant revenues for their current employers, but who could be persuaded to make a move.

On Target Recruitment was to work alongside one other recruitment agency supplier, on a no placement, no fee basis.



The Solution

A 17 year proven track record in contingency recruitment, together with our industry specific nationwide database of candidates, gave us great confidence in our ability to fill all of the positions, despite our competitor's involvement.

The first task was to gain an in-depth knowledge of the roles to be filled, the type of person the client was looking for and, crucially, what would tempt candidates to join the client.

Following that detailed conversation, conducted by a skilled business development executive, the consultancy team in the Building Services division were briefed and set to work.

We focused on our extensive network of contacts built up over many years and talked to both active jobseekers within other sectors, and large numbers of people in our historical database.

We also extensively advertised the roles in all relevant media and thoroughly screened all potential candidates, eventually recommending six for interview.

We managed the complete interview and offer process, and filled three of the positions. The client filled the fourth themselves after direct contact from an ex-employee.