



CLIENT CASE STUDY



The world's leading office products & solutions supplier with high quality sales team expectations

The Client

Now established over 25 years as the world's leading supplier of office products and solutions, this multi-billion dollar organisation employees in excess of 150 sales professionals, at all levels, in the UK alone.

The Brief

With expansion of the sales team firmly in their minds, they established a nationwide preferred supplier agreement, consisting of three recruitment consultancies of which On Target was one.

Clearly they wanted to recruit large numbers of people from regional sales through to major account sales and they wanted them nationwide. Apart from the volume, they wanted quality, and set their sights high.

The Solution

Knowing that the On Target senior consultant in the Commercial division managing this relationship had over 10 years sales recruitment experience, and that they were being supported by another senior consultant with over seven years experience gave us confidence that we could source and pre-select large volumes of high calibre personnel, at all levels of their sales careers.

Having ensured that we had a full understanding of the roles, through both meetings with hiring managers and HR, it quickly became clear that as well as utilising our bespoke candidate database, we would need to make direct approaches to competitor employees in order to fulfil the exact requirements.

The combination of active and historical candidate records, which were thoroughly networked, extensive advertising in all relevant media and direct approach networking, resulted in a job registered to placement ratio, over the whole of 2010, in excess of 50%.

The client continues to recruit heavily in 2011, with our ratios improving still further.

