

Client Case Study - Construction Sector

A specialist building products manufacturer, distributor & retailer, looking to double the size of their field sales force

✦ The Client

With a trading history of over 125 years, this unique specialist manufacturer, distributor and retailer of building materials and products, has developed various niches in the market for its many exclusive ranges.

✦ The Brief

Having coped well in the 2008/9 downturn in the construction sector, they decided to start growing aggressively again at the beginning of 2010. This would involve doubling the size of the field sales force, filling positions held open during the tougher times, and expanding into new markets and locations.

We worked as one of three recruitment agency suppliers, providing our Database Search Service on a no placement,

✦ The Solution

On Target, and one senior consultant in particular, had worked with the client for many years leading up to 2008 but with changes to key hiring managers and a more challenging trading environment, it was quickly apparent that their needs would be different and more specific. Gone were the days when a huge variety of sales backgrounds were acceptable.

Having gained a fresh understanding of the different hiring managers' needs, through both face to face meetings and in depth telephone conversations, our Construction sector consultants were briefed and set to work.

The key to our success turned out to be our ability to network within the specific niches in which the client was trading. Our bespoke nationwide database of field sales people, coupled with our in-depth knowledge of the sector and the training that each of our consultants goes through, meant that our expertly pre-selected shortlists were in almost all cases, coming up with the right candidate.

With an interview to placement ratio of 1:2.5, the client continues to grow at a rapid pace, placing On Target Recruitment as its predominant supplier.

