

Case Study – Setting up the UK Direct Sales Team for Filter Specialists International (FSI).

When FSI, a global supplier of standard and custom liquid filtration products decided to make their first appointment of their new initiative to set up a UK Direct Sales Team, they called upon Elliot Marsh to assist in the set up of this fundamental initial appointment to build the rest of the sales team around.

Our client

FSI has over 30 years experience in liquid filtration and are a global provider of filtration solutions to the chemicals industry. They had recently invested heavily in the UK market, establishing their cartridge technology and they were looking for a strong, experienced sales engineer to take this business forward.

The situation

FSI recognised this initial appointment was imperative to get right as they would be looking for this person to hit the market to gain exposure for FSI in the UK market place.

They were looking for an ambitious and dynamic sales person to cover the North of England.

This person needed to be experienced within the field of filtration, preferably already selling to the chemicals and automotive industries.

FSI were keen for us to appreciate the importance of this role so we could recruit on their behalf accordingly.

What Elliot Marsh did?

After meeting with both the UK Managing Director and the European Director, all parties agreed to work on this assignment using our headhunting techniques.

As this was quite a tight specification we needed to maximise every opportunity to contact the most suitable people for this role.

The research team made some initial approaches based on recommendations from industry contacts and networking techniques.

We were pointed in the right direction of some excellent candidates and a short list was delivered within the agreed timescales.

The results

Three individuals were interviewed at Elliot Marsh headquarters, each being given a psychometric profile prior to interview.

The UK & European Managing Directors were so impressed with the calibre of the candidates Elliot Marsh found that they actually made two appointments when they only intended on making one.

We are now in talks with this company to provide them with candidates for all their future placements.

For more details

If you would like to discuss this case study please contact Phil Sharp or Rhys Jones on 0161 926 8181 or email info@em-headhunters.co.uk

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