

# ELLIOT MARSH LIMITED

## PRINT CAREERS DIVISION

### **Search to secure a Sales Director for a high-profile UK Commercial Printing firm**

One of our clients approached us to find a new Sales Director, as they had been without one for about twelve months and felt the time was right to find a replacement.

The firm was a well-known UK print company, part of a leading print group, who specialised in the manufacture of specialist printed products, utilising various litho and digital print technology.

The problem we immediately identified was a misconception around the industry that the company was out of touch and sluggish in terms of customer needs. This was perhaps true for a period in the late nineties, but latterly new management had reinvigorated the organisation, both in terms of staff training and investment – however, opinions are often hard to change. What we had to do was sell the opportunity to individuals with the emphasis of what was now, not what was then.

Our client asked us to concentrate on identifying candidates from three particular competitors, which we did. Out of a contact list of some thirty individuals, over half had worked at some time or another for our client and were reluctant to return, and the remainder mostly were influenced upon initial approach by the company's past reputation. However, we were able in many cases to highlight the largely positive aspects of our client and convince these individuals that it would be worth a face-to-face meeting with ourselves to discuss the role in more detail.

On the strength of these meetings we were actually able to present our client with a shortlist of five candidates for them to interview, two of whom would have had to relocate and were prepared to do so for the opportunity. Of these five, three were invited back for a second round of meetings, with the eventual appointment going to an individual who had been initially sceptical but by the end of the process was 100% sold on the company and the opportunity.

Several weeks after this individual had joined the firm, he approached us and asked us to assist him in finding several sales representatives to work under him. So far we have successfully placed one such individual, and at the time of writing have several others being interviewed.