



# Executive HEADHUNTERS

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## Business Development Manager

### Who are Executive Headhunters?

Executive Headhunters is a generalist headhunting agency. Identifying and attracting senior level candidates around the world, we specialise in one area only: high achievement.

Across every sector of business and industry, we're experts at finding senior personnel with the right combination of specific qualities. It's a service that's significantly different to traditional recruitment, and one that we take pride in delivering with the utmost discretion and professionalism.

We effect a delicate mix of skills: a great deal of efficiency on our part, complete transparency for you, and professional levels of persistence to find the right candidate for your role.

As our clients are happy to testify, challenging placements can be the most rewarding - and we'd like you to enjoy that same sense of immense satisfaction with our services.

### What does this case study show?

In this case study, you'll find out how we helped one of our clients find the elusive perfect candidate:

- Identifying the skill sets needed
- Researching potential candidates
- Targeting the right individuals
- Presenting a small number of people ideally suited to the role

We found the ideal candidate for...

# Colebrook Bosson Saunders

### THE BUSINESS

Colebrook Bosson Saunders create ergonomic workstations of the highest quality for businesses of all kinds. They enjoy a fantastic reputation in the audio visual arena and are passionate about design and technology, creating innovative, stylish and practical solutions with an emphasis on comfort and productivity. With a worldwide reputation for excellence, their products have been seen in high-profile design projects across the globe.

### THE CHALLENGE

The company already enjoyed a great reputation in the industry and had a truly global presence, but they were looking to capitalise on that even further by recruiting a Business Development Manager (AV) to help catapult the Colebrook Bosson Saunders product range into the audio visual vertical. The successful candidate would be responsible for developing business opportunities and would be expected to grow both the number of accounts and the level of turnover, taking a key role in the sales department to ensure continued success.

### OUR CANDIDATES

The nature of the role meant that all of our potential candidates would need exceptionally strong communication skills, proactive mind-sets and the real drive and ambition to take Colebrook Bosson Saunders even further forward in the market.

All of the candidates we identified would need to display a strong commitment to the development and growth of business relationships.

The key to success here, was to identify and secure interest from an individual who could ensure continued success in the AV vertical: someone who could also demonstrate an ability to effectively generate new sales leads, and be able to meet and exceed targets.

This meant that we needed someone with a proven track record of success in business development and in the industry as a whole.

### OUR SOLUTION

An individual with experience in the business development arena, with acute commercial awareness and a highly motivated approach to lead generation.

## OUR APPROACH

### KNOW OUR CLIENTS

This was a company that held a central role in the AV industry. We knew that they'd need an individual who could happily be a driving force to help cement that position and further increase the sales levels that the company was looking for. CBS have an exceptional product range and so the successful candidate would need high-level skills in order to reflect that and to generate future growth, with an emphasis on product awareness and an ability to achieve sales targets being vital.

### IDENTIFY OUR CANDIDATES

We knew that we were looking for a candidate with a distinct set of skills. Not only did they need to have a background in business development but they also needed to display exceptional interpersonal and communication skills in order to achieve the desired results, and that's why we focussed our search on candidates who already operated in the field and who had a hands-on approach to lead generation.

### ... AND SIMPLY BRING THE RIGHT PEOPLE TOGETHER.

Our knowledge, expertise and networking capabilities meant we were able to identify the ideal individual - with all the qualities that CBS were looking for.

# Colebrook Bosson Saunders

## CONTACT US

Find out more about the services we offer. Discover how, specialising only in high achievement, your dedicated Account Manager at Executive Headhunters will work diligently to:

- Reduce stress, release resources and recruit the right people for your business.
- Identify high achievers, and attract senior personnel across all sectors.
- Find exceptional candidates who elude traditional recruitment processes because they are not actively seeking a new role.

Tell us about the roles you'd like to fill and let us bring the right people to your business.

**Executive**  
HEADHUNTERS

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