



Executive HEADHUNTERS

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Sales 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...

Happy Tree Nursery

THE BUSINESS

Happy Tree Nursery offers childcare facilities to children aged from toddlers to 5 years old. They've enjoyed great success in a short space of time – having been open for just 14 months they now operate at 70% capacity and have plans in place to expand, with a new site in Croydon underway and potential for another unit to be opened by the end of the year.

THE CHALLENGE

The nursery had grown rapidly over the previous few months. With a progressive business plan that sees them expecting to open a further 2-3 units per year, they're highly ambitious and were looking to recruit a Sales Manager to work in-line with their plans for expansion. The incumbent would be expected to generate new business and increase the influx of children through a corporate membership approach, whereby they'll network with local businesses to increase the profile of the nursery and arrange membership deals for maximum success.

OUR CANDIDATES

Any potential candidate for this position would need a background in a sales or marketing-led environment, and a proven track record in the successful implementation of business strategies was essential. But, because they'd be responsible for sourcing new leads they'd also need to display exceptional levels of commercial awareness and would need the kind of personality that could thrive in this position, with an innate ability to influence and negotiate being key to the whole thing. Finding someone with this precise set of skills was challenging, but it was a challenge that we were able to live up to.

OUR SOLUTION

An individual with a highly commercial and sales-focused background; someone who could efficiently and effectively generate new business opportunities, complete with high-level communication and negotiating skills to ensure future growth.

"Executive Headhunters were a life saver for us. They took the stress out of looking for the person that we needed. The process was simple and painless. We were extremely happy with the candidates that we interviewed, and we are now moving forward positively as a result of employing exactly the right person for our needs."

Majella McElwee, Co-Owner

OUR APPROACH

KNOW OUR CLIENTS

We knew that this nursery chain already enjoyed an exceptional reputation, but we also knew that they wanted to capitalise on that – ensuring continued growth and success in every unit they created. This meant they'd need an individual who could happily take a leading and influential role in the company to grow an already successful brand into something that could compete with well-known names in the childcare field. They'd need someone who was proactive and highly ambitious with a strong desire to succeed, because ultimately the chosen candidate would be responsible for the future growth of the business.

IDENTIFY OUR CANDIDATES

The highly specialist nature of the role meant we had to find someone who could excel in this kind of environment, and that's why we focused our search on individuals who already occupied a similar position. Our strategy was to approach direct competitors of Happy Tree Nursery in order to find someone who could jump right in and start generating sales, and it's a strategy that paid off.

... AND SIMPLY BRING THE RIGHT PEOPLE TOGETHER.

We were able to identify an individual who thrived in this role – the successful candidate was a consultant who had previously helped small businesses grow their clients and improve their sales, making him the perfect choice for this sales-led position.

Happy Tree Nursery

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.

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Our thanks go to Majella McElwee, Co-Owner at Happy Tree Nursery, who was happy to lend personal comments to this study.

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