

THE PACKAGING INDUSTRY EXPERT

EUROPEAN SALES TEAM BLITZ REPLACEMENT

The client

- second largest packaging manufacturer in the world
- flexible packaging division in Europe

The problem

- new sales strategy in place that might be considered much more aggressive than the original, focused more on hunting than farming
- current sales team unable to cope with the new market reality and company goals
- large instability and insecurity of the company as majority of sales managers resign at the same time
- need for high quality candidates with proven track of business successes and a clear hunter sales personality

The solution

- HEADSCOUT RPO (recruitment process outsourcing)
- our assignment was to acquire the best talent resources in the flexible packaging business in 6 European countries from France to Croatia
- our goal was not only to find the replacements, but to find the most successful hunters from the very specific industry

The result

Our client was successful to perform two step recruitment process on all the positions within 8 weeks from delivering the assignment to HEADSCOUT.

400%

Sales increase of between 111% to 400% based on region performed by the new sales managers.

Four out of six sales managers started working for our client within 3 months from the final round of interviews.

The client has benefitted from the talent pool that was acquired during our research in last minute decisions in broadening their sales strategy based on the talent we helped to find.

30%

Due our quick response and pricing policy, the client saved more than 30% of expenses compared to their former supplier.


Three of our tools helped us most

- our most up-to-date candidate databases from the industry
- our ability to approach more than 800 suitable candidates within less than a week
- experience from tens of projects from the packaging industry every year

**WOULD YOU LIKE
TO SEE THE FULL
CASE STUDY?**

CONTACT US:

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