

# CASE STUDY

HOW WE HEADHUNTED  
A NATIONAL FLEET SALES MANAGER  
IN 8 WEEKS

## CLIENT

UK-based B2B manufacturer

## SPECIALISATION

Automotive sector  
Emergency vehicle components  
and fleet technology

## SUMMARY

Delivered a senior-level sales hire  
for a niche B2B manufacturer  
supplying the UK's fleet and  
emergency services sector.



# KEY STATISTICS

## HUMAN RESOURCES

- 1 BUSINESS DEVELOPMENT MANAGER
- 1 SENIOR RECRUITER
- 1 TALENT ACQUISITION MANAGER

## TOTAL HOURS

61

## TIMEFRAME

8 WEEKS

## CLIENT BACKGROUND

The client is a specialist manufacturer providing technical components to commercial vehicle fleets across the UK.

Their solutions are widely used by national leasing companies, utilities, and public sector organisations.

With growth plans in place, the business needed a senior commercial leader to develop key accounts and drive market expansion.

## REQUIRED ROLES

- 1 National Fleet Sales Manager, hybrid UK-wide role with automotive/fleet experience. One key strategic hire.

## RECRUITMENT STRATEGY

We built a custom candidate database focused on commercial leasing, fleet sales, and emergency vehicle supply, and engaged an extensive list of pre-screened candidates through direct messaging, email, and calls.

Each candidate was assessed for fleet knowledge, account management skills, and strategic sales leadership, with five shortlisted candidates presented along with full profiles and evaluation notes.

The client's preferred candidate accepted the offer within eight weeks of launch.

# RESULTS

National Fleet Sales  
Manager, hybrid UK-wide  
role



- \*\*Cold Screening of Candidate Profiles
- Candidates Presented
- Agency Side Interviews Conducted
- Client-side Interviews Conducted

*\*\* Cold Screening represents the initial group of candidates identified as having a potential fit to the search parameters. These candidates were then contacted and those interested in the opportunity were further screened prior to scheduling Agency Side interviews.*

## CONCLUSION

*The Sales Experts team delivered against a highly specific brief with precision and speed. We quickly assessed the market, identified and engaged the right talent, and presented a shortlist of candidates with directly relevant experience. Communication remained clear and consistent throughout the process. The client successfully hired a candidate who is already driving new business and delivering measurable value.*