



Case Study

Key Elements of the Process

- ▶ The exacting requirement from our client for proven B2B sales expertise gained within a technically complex industry demanded a precise and thorough approach to mapping from our Research Team.
- ▶ Due to the nature of the individuals we wanted to attract being target-driven often with highly commission-based salaries, a standard advertising or database approach would not have reached the most successful candidates who were not actively looking for a job.
- ▶ We had to actively head hunt from competitor organisations within a close knit sector. Our ability to conduct the Search Mandate in a highly confidential manner was paramount to successfully identifying and attracting the best individuals.
- ▶ The successful candidate was a Kenyan national working for a direct competitor locally and required extremely delicate handling and a high degree of confidentiality throughout the interview process in order to secure him for the role.

Our client, a Multinational Power Generation Solutions Provider required an experienced Sales Manager with a strong technical focus to further develop the market across multiple industries in Eastern Africa within a highly technical sub-sector.

The Situation

The sales strategy in the region had previously been driven by the Managing Director based in the Middle East. In order to achieve growth across East Africa and reinforce their position in the market, the business identified the need to appoint a highly credible East African national with strong networks locally.

Our Goal

We were tasked with identifying and attracting an East African national with a proven sales pedigree specifically within the Thermal Power Generation sector. Previous regional experience was essential and they also needed to be able to interact credibly at the highest levels within client organisations.

Our Solution

Our In-House Research Team mapped target organisations and suitable candidates within these across Africa and the Middle East. The long list reached 120 potential candidates after mapping, networking and generating referrals.

Results

The Short List of five East African nationals all had the required B2B sales expertise gained from the Thermal Power Co-Generation sector across the East African region. Following the client interview stages, managed by EiA, an offer was made to one of the candidates who was working for a direct competitor. This potentially difficult process was effectively and confidentially managed by the Executive Search Consultant leading the Search.