

## CASE STUDY TWO



### Problem:

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A newly established niche advertising company needed to recruit the services of a Sales Director. This was proving extremely difficult due to the right candidate needing to have a variety of different industries experience but essentially engineering and information technology.

### Requirement:

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NetCan Limited commissioned SER Limited to attract and recruit someone with the correct skill set.

### Approach:

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SER Limited worked with Netcan to draw up a short list of potentially interested candidates, through looking at the competition, speaking to people within the selected industries and networking via social sites such as Linked in and Facebook.

### Process:

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Through an excellent understanding of the requirement and knowing the company's history, future plans and culture, SER Limited proactively spoke to potential candidates to establish interest from individuals who were otherwise not actively looking for a new position.

### Results:

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Over a period of six weeks a short list of 5 potential candidates was presented to NetCan Limited, two of which were targeted as "idea".

The following week one initial introductory meeting was held, this candidate was subsequently hired the following month.

### Comments:

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"A professional and effective approach to what was a difficult challenge. In a market where people with the right skills and attributes are difficult to find, SER excelled".

*Mrs Helen Wilkinson (Company Secretary)*