

AUTOMOTIVE SALES MANAGER: RESEARCH ASSIGNMENT

OCG Research & Sourcing
Case Study

“...best practice
research assignment
approach...”

OCG
CONSULTING LIMITED

THE CAREER PARTNER

Business Issue:

The client had advertised for a senior sales management role with specific automotive experience and exposure to the Public Sector. While they had a good response to their own advertising, no candidate had met their requirements. As a result, OCG Research and Sourcing was engaged.

OCG Solution:

OCG undertook what has become our 'best practice' research assignment approach of:

- **Assignment Specification Development.** Understanding the real job needs.
- **Research Strategy Plan.** Developing a candidate profile and a list of potential sources and keywords to search.
- **Company List Research.** Knowing Boolean strings, Google secrets and other search engines was important, as was ascertaining up-to-date company directories, published business magazines and resources.
- **Candidate Name Generation.** Cyber sleuthing online communities, deep internet mining and other media and communication research approaches undertaken.
- **Candidate Qualification.** Confidential phone conversations to screen and evaluate suitability and interest.
- **Candidates short-listed for OCG Recruitment Consultant to review.** Consultant further evaluates, selects and shortlists for the client.

Results:

The research assignment highlighted approximately:

- 15 candidates with suitable qualifications - of these, all were passive/hidden candidates (not active in the job market)
- OCG short listed 4.

The successful candidate appointed was a passive/hidden candidate, not looking to change from their current role.

Client Feedback:

“Based on my recent experience with OCG, their Research & Sourcing strategy meets the needs of clients with 'difficult to fill' roles that don't fit within the traditional advertised or search assignments. OCG offer a well articulated strategy that will serve their clients needs in any recruitment market. OCG provided a professional and flexible service that truly differentiates them from other recruitment agencies and we are extremely satisfied both with our candidate and the market information provided as part of this work.”

Human Resources Manager