

## Case Study – GK Recruitment and Positive Solutions Limited



Delivering professional recruitment services to the IT, telecoms and technology sectors

### When you need someone exceptional

Having successfully recruited sales and management staff for a wide range of technology companies in the North West, GK Recruitment (GKR) has developed close relationships with many of them. This includes Positive Solutions (PSL), a leading provider of IT systems to the retail sector. GKR has supported PSL in a number of key appointments, including sales professionals, internal support, training and technical staff.

Martin Jones, Commercial Manager at PSL, initially approached Gary Keay of GKR about a very specific vacancy. He needed a sales person with managerial experience who would excel in a field-based role. Martin made it clear to Gary that he needed an exceptional person, someone with the desire and capability to progress into a senior role and who could develop other members of the sales team.

Gary arranged a meeting with Martin, where he outlined a process that would allow him to best assess each candidate's suitability for the role. He quickly identified the key challenge of the assignment – finding a top sales professional who would be happy and productive in the existing role, but also had the motivational and leadership skills to step into a managerial role when required.

### A detailed process that gets results

GKR started the four-stage recruitment process by establishing a long list of potential candidates who, at first glance, all looked suitable on paper. Gary then assessed them in more detail before telephone screening them and adding the successful applicants to a shortlist. He then passed the shortlist to Martin, with the added benefit of a secondary list, which gave PSL the opportunity to consider candidates who showed potential but hadn't quite made Gary's list of preferred candidates.

Gary and Martin agreed that the four short-listed candidates clearly stood out from all the other applicants. So they implemented the second stage, with all four candidates attending an interview at PSL's offices in Chorley. This allowed Martin to get a better understanding of each candidate's skills and experience.

Each of the candidates performed well at their interview and, afterwards, they all confirmed their interest in the vacancy. Martin was so impressed with their qualities that he decided to progress all of them to stage three of the process, which involved a detailed three-hour assessment meeting with Gary.

### Making the most of objectivity

During this meeting, Gary carried out a thorough and detailed assessment of each candidate's personality, behaviours, intelligence and competency. This allowed him to make an objective assessment of their suitability for the role. After the meetings, Gary recommended three of the candidates for progression to stage four, the final interview, where each of them was asked to deliver a presentation to Martin at PSL.

The fourth stage gave the candidates an opportunity to demonstrate their technical knowledge and convey their understanding of the role. It also let Martin assess their presentation skills and gave him the information needed to make his final choice. After the interview, he selected his preferred candidate and the appointment has been a big success, with the candidate becoming an invaluable member of the PSL team.

*'GKR provides a tremendous service. Their desire to do a quality job was apparent from the minute I made contact with them and, at every stage, their passion for finding the best person for PSL was easy to see. I'd recommend them to anyone.'*

Martin Jones, Commercial Manager, Positive Solutions Limited

GK Recruitment is always looking to build relationships with key employers in the IT, telecoms and technology sectors. If you're a company that sees value in a detailed recruitment service, we'd love to hear from you. We won't make unrealistic promises and we don't base our business around being the cheapest, but we do take pride in offering a quality service that will help you find the right person.