

3MRT
Case Study



"The 9-20 service is excellent; the care and attention to our needs as a client went way beyond our expectations."

9-20 build a field sales team throughout the UK to allow for expansion

3MRT, the market leader in children's multimedia learning techniques develop accelerated learning software designed to improve the retention of information and exam performance of its users.

The company had an urgent requirement for an English based sales force who would be responsible for establishing a strong sales infrastructure throughout the country by selling the companies unique range of product offerings including, 'InQuizitor', the effective multimedia study and revision tool.

Team required to make an instant impact on the English market

With 9-20 recruitment having recruited in the past for 3MRT in Scotland the companies CEO, Euan Mackenzie, was keen once again to work with the Glasgow based IT recruitment specialist to identify the same fit of candidates throughout the rest of the UK.

Due to the nature of the field sales role the required candidates would have to be an exact cultural fit for 3MRT, and therefore able to demonstrate through their personality the companies core values and ethos. By furthering the growth of 3MRT's latest product and company presence he or she would also be required to quickly establish specific geographical territories of their own throughout the country.

3MRT selected 9-20's assured delivery service which would ensure a quick turnaround as well as the aiding of the companies cash flow through the splitting of payments. As 3MRT would be replacing sales executives that were not performing, the 3 month guarantee on each placement also provided the reassurance and guarantee that the company would require should this be the case.



10 suitable candidates found in just 1 week

Within the agreed delivery timeframe a shortlist of 8 candidates, 4 per geographic region, were provided and an assessment interview day was scheduled in both London and the West Midlands. This reduced the time required for interview stages to just 2 days, therefore maximising both the candidates and the client's time.

3MRT take on one more employee than originally planned

The campaign was proved a success with 3MRT deciding to take on one more employee than originally intended, as the company compiled a complete team consisting of members in the Midland's and both the North and South of England, with plans also put in place for future team growth.

Candidate's keen to be 'set loose' on the market

With 3MRT seeing an immediate return on investment, each member is continuing to meet their initial targets and deliver on the set activity objectives prepared by 9-20.

3MRT's CEO Euan Mackenzie said, *"The 9-20 service is excellent; the care and attention to our needs as a client went way beyond our expectations. I do not hesitate to recommend Wendy and 9-20 to friends and colleagues."*



Euan Mackenzie — Chief Executive Officer

Bush House

Edinburgh Technopole

Edinburgh, EH26 0BA

Tel: 0131 445 7445



Technology Sector—Resourcing Solutions

4 Lymedoch Place

Glasgow, G3 6AB

info@9-20recruitment.com

Tel: 44(0) 141 331 4375



.....more than just a recruitment service