

Marketing Delivery



Company: Marketing Delivery

Business Area: Marketing Solutions

Position Filled: Business Development Manager

Background

Marketing Delivery are an eCRM and Social Media agency operating exclusively in the automotive sector. Working with franchised motor dealers they offer cost effective, measurable marketing solutions.

Marketing Delivery's Challenge

Marketing Delivery were looking to capitalise on a period of growth by employing a dedicated Business Development Manager to build business with automotive dealers across the UK. Chief Executive, Jeremy Evans contacted Copeland to help as we had previously filled other sales and account management positions for the business.

The Brief

- A proven track record developing and winning new business with automotive dealers
- Experience working for a business selling a technology, marketing or online based solution
- The ability to communicate to all customer groups up to board level
- Tenacity and drive to build relationships over a long sales cycle
- Excellent verbal and written communication skills
- Work well under pressure towards deadlines and targets

Copeland's Process

Drawing on over 20 years' experience recruiting automotive sales and business development specialists - Copeland sourced, screened and interviewed candidates with the specialist automotive experience and business development skills that Marketing Delivery needed for this role.

The Results

- 9 candidates sourced and submitted within 2 weeks of briefing
- 6 candidates selected for 1st interview
- 1 candidate selected for 2nd interview
- Job offered within 4 weeks of briefing



I can pick up the phone to someone who is in our industry who understands the kind of people who are out there. The quickest way for me to get multiple candidates is to come to you rather than try and advertise it ourselves

- Jeremy Evans, Chief Executive, Marketing Delivery