

CASE STUDY:

MIDEL breaks into the USA Transformer Fluids Market thanks to a key hire made through Peak Sales

Overview

Global industrial fluids maker MIDEL is no featherweight, but when they decided to challenge the goliath Cargill Corporation on its North American home turf, they knew they would need a worthy David to lead the charge. And for that, they knew they needed help.

A Google search led MIDEL's UK-based managing director to Ryan Moore and the team at Peak Sales Recruiting in Ottawa, Canada for a face-to-face meeting. They spent several hours in the boardroom to get a better understanding of their products, business model and plans for North America.

Conversations with Peak Sales Recruiting changed MIDEL's ideas about what they wanted in a North American sales executive. In the end, they got both what they needed and wanted: A foothold in the American market. The process matched MIDEL's needs to the right candidate, and they're busy slinging rocks and chipping away at Cargill's market share.

“Based on my personal experience as an employer having worked with Peak Sales I am pleased to fully endorse their capability. We did meet face-to-face and were impressed how diligently Peak were to understand our needs. As a result we better understood ourselves. Bottom line was working with Peak we recruited the right guy!”

Barry Menzies
Global Managing Director,
Midel Dielectric Fluids

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“We don't refer to ourselves as a recruiter; we're a business partner. We do heavy upfront work to understand the client's business, right down to company culture. That's what creates success.”

Ryan Moore
Director of Executive Search Practice, Peak Sales Recruiting

Step 1: Listen and Learn

Despite having a superior product, MIDEL had difficulties taking market share from Cargill in the U.S. They reached out to Peak Sales Recruiting to find a franchise player they could build a sales effort around.

MIDEL's plant-based oils improved on Cargill's, with a very high flash point (>300°C/572°F) and an even lower freeze point (-31°C/-24°F), making them the best choice for the northern U.S. and Canada.

Step 2: Painting The Profile

MIDEL is a European company moving into North America, and there's a conflict of business culture between the two continents. The sales leader needed to understand how to interact with the European headquarters while also knowing how to do business in the U.S. The solution would be someone who had worked for a European company or who had sold internationally.

CANDIDATE REQUIREMENTS:

- Sales Leadership
- Sales process
- Knowledge on development in the USA
- Creating structure & team interactions
- Strategic market integration planning
- Find quick wins to get revenues
- Willingness to travel

Step 3: Where To Fish?

The profile was now very specific, but in narrowing the search criteria, that also limited where the ideal candidate could be found. MIDEL needed someone very nimble, able to quickly pivot to exploit opportunities. "If you don't want to hire someone from a competitor, you start looking at adjacent industries." Moore says.

"There wasn't a big talent pool. It took our recruiting team a week to understand the organizations and candidate pools. The potential candidates understand what we're doing, they appreciate the methodology. We understand their world, and we don't waste their time if there's a misalignment between them and the position. Once we validated their sales acumen we dug into the cultural and organizational alignment to make sure they were a good fit. Only then did we have someone we could present to MIDEL."

Step 4: Selection And Sealing The Deal

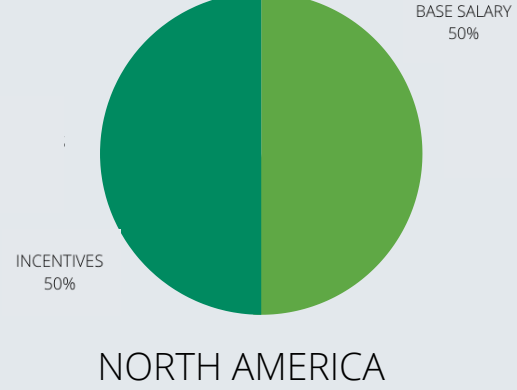
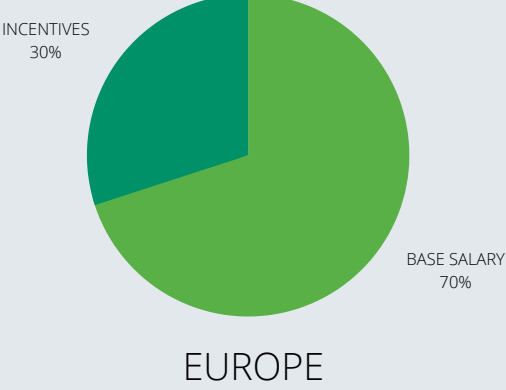
MIDEL's preferred candidate accepted!

Peak Sales presented five candidates to MIDEL. The candidate who stood out met their expected go-to market strategy and his experience was in line with what MIDEL was working on in Europe and Asia.

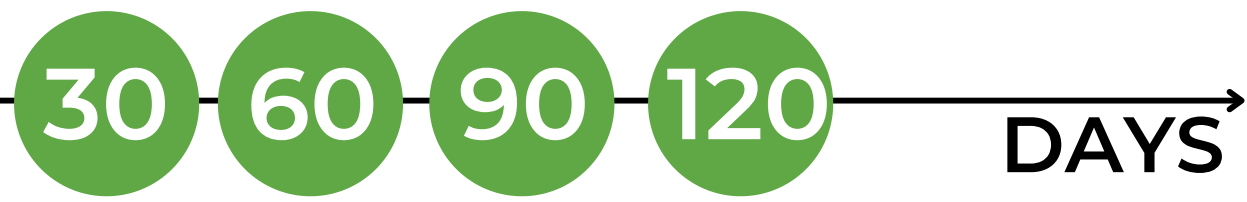
PEAK SALES RECRUITING BRIDGES CULTURAL DIFFERENCES:

COMPENSATION PLANS

MIDEL needed to make an offer strong enough to convince the candidate to jump. However, hiring an American into a European company often requires adjustments on both sides.



Step 5: Follow Up and Fine Tuning



We help clients understand what 12 months and 24 months down the road should look like we frame out KPIs to show the client what success will look like from their perspective.

“We strive for transparency, to make sure there's a clear alignment of expectations during the onboarding. We ensure there's a mutual understanding of the expectations at 30-60-90-120 days. The client needs to be informed so that so future hires can go more smoothly. -Ryan Moore”

Both MIDEL and its new North American sales leader were happy. He spent time in the UK headquarters, and his counterparts from Asia and Australia met there to help support him. In this case, fighting a giant competitor wasn't the only hurdle: MIDEL made its hire in July 2019, and the Covid crisis hit six months later. Despite that handicap, Peak Sales Recruiting has been asked to hire two additional sales people for the team. MIDEL is still investing heavily and is seeing progress in the market.

More Than Search, We're Problem Solvers

There is discussion about using the psychometric tool that combines DISC profiles with motivators and dimensional balance on the sales group. "We explore how they might be managed and communicate. This is to better understand how to drive growth in the market. This is après search outreach is emblematic of how Peak Sales Recruiting interacts with both its customers and the candidates." Moore explains.



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