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**Aalco**  
**Case Study.**

# External Sales

Aalco are the UK's largest independent multi-metals stockholder. They own 18 service centres around the country which offer a reliable and on-time delivery service anywhere in the UK. Each centre holds stock to meet the immediate needs of customers in the local area and this is backed up by bulk stocks held at a central warehouse.

Their extensive inventory includes Aluminium, Stainless Steel, Copper, Brass and Bronze in all semi-finished forms, covering a wide range of grades/alloys, shapes and sizes – both industry standards and special or bespoke items for particular applications or individual customers.



[www.aalco.co.uk](http://www.aalco.co.uk)

## The Problem

Due to the role being made vacant, Aalco were required to find a suitable External Sales replacement to fit in straight away with the team.

The role required the individual to establish and maintain strong relationships with clients as well as acting as support for prospects, ensuring they lead to potential future sales.

We worked closely with Aalco to draft a detailed job specification that would enable us to identify the exact requirements crucial to the role.

## The Solution

Because of the specific experience and qualities the ideal candidate needed, the process of seeking the right individual for the role had to be highly targeted.

We market mapped the area from the centre of Liverpool to coincide with the commute to the HQ.

Using the knowledge we've gained about Aalco, and the way that they operate, we were able to pitch the role to individuals who were looking for growth and career advancement opportunities.

## The Outcome

The client was very pleased with all three shortlisted candidates and so due to the information we provided, they decided to progress the individuals along to a first stage interview.

After this initial interview stage, the client managed to reduce the list down to just one individual who they felt ticked all of the boxes.

Following the second stage interview, the successful candidate was offered a position to immediately start with the business.



**15**  
**Days To Hire**

It took just 15 days for the candidate to be hired from the initial briefing.



**3**  
**CVs Sent**

All three shortlisted candidates were invited to interview.



Aalco Liverpool have for several years chosen Aspion as their preferred partner for recruitment. In a market that is saturated with numerous providers, Aspion have always been able to find a choice of high-quality candidates for whatever position we've been looking to fill.

For both internal and external sales, warehouse operatives and management positions, Aspion have regularly provided candidates of a higher standard than those we've experienced through other agencies. Our account manager, Jasmine Williams goes that extra mile to filter out those not suitable for any role to ensure there's no wasted time interviewing and will dig that bit deeper to ensure the candidates she puts forward are both suitable and right for the job.

I would have no hesitation in recommending Aspion for your recruitment needs.



# Want to Know More?

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If you would like to understand how our search strategies could strengthen and benefit your hiring process, we are more than happy to assist you.



**Call Us: 0333 360 1100**

**Email Us: [info@aspion.co.uk](mailto:info@aspion.co.uk)**

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