



Leading executive resource and development organisation that needs a fast, simple way to secure new opportunities

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BACKGROUND

The Corpex Group are leaders in executive resourcing and development.

Based in Leeds, their specialist consultants work in partnership with clients to provide added corporate value at executive level.

They cover four vertical sectors :

- Financial Services
- Consumer Goods & Services
- Telecommunications
New Media and Technology
- Food & Drink.

Corpex manage the whole executive lifecycle from recruitment, coaching and leadership development through to career counselling and outplacement.

CHALLENGE

The human resources market always demands excellent levels of professionalism and responsiveness.

The search for new clients and projects can be rigorous and fast moving - Corpex need to identify new business opportunities ahead of their competitors.

SOLUTION

Mandis Sales Leads are used on a regular basis to identify prospective clients.

Corpex receive a copy of the weekly report every Friday, and examine it over the weekend. By Monday they have identified between 6 and 15 qualified opportunities, ready for follow-up up with direct marketing letters.

Since each Sales Lead bulletin contains up-to-date contact details for key decision makers (Managing Director, Sales Director, Personnel Director and so on) - the message gets through to the right person - first time.

Importantly, a clear understanding of each company's current business situation enables Corpex to develop a much deeper insight into their likely Human Resource objectives - and hence deliver an optimum service.

RESULTS

Guy Newton, Managing Director, is delighted - "We value the Sales Lead service immensely - it is ideal for us because it is so simple to use and contains so much valuable business information and market place intelligence.

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For further information call Mandis now on 0870 121 6363 or visit www.mandis.co.uk