



R<sup>3</sup>003

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## **Sales Success with New Division Launch**

With the face of recruitment changing, one consultancy has recognised a real business opportunity and expanded its model into another specialist sector.

R<sup>3</sup> has long been renowned as one of the leading recruitment service providers in the retail and leisure industry, and the company has recently taken the decision to expand its offer to include a sales division. The move was driven by customer demand according to Managing Consultant of R<sup>3</sup> Sales, Andy Oakes. "A number of our clients bridge the retail, leisure and sales sectors, and they were openly asking us to expand" he explained. "Our genuine focus on our clients has made us stand out from the competition in the retail and leisure sector and we took the decision to expand that service to sales."

Launched in the last quarter of 2007, the division has just released trading results for its first three months and is a massive 70% up on target. "Partly that's down to securing a couple of big contracts" Andy explained, "such as a holiday company, who have chosen to outsource their recruitment for the first time and have placed it all exclusively with us."

The new division currently covers the media, FMCG, pharmaceutical, financial services, and leisure sectors, from industry recruiting and office-based sales staff with typical salaries of £15,000 to £60,000. Operating from R<sup>3</sup>'s central-Manchester office but recruiting nationwide, Andy runs a team of five experienced consultants with plans to more than double this by the end of 2008. "The team we have is fantastic and they're all hungry to achieve real success for the new business. Our targets are tough and we plan to grow quickly to meet our clients' needs – in fact we are looking to open another office, this one in central-Birmingham, before the end of the year. We'll then be in a position to expand our areas of specialism to also include B2B, automotive and manufacturing" he concluded.

Andy has himself seized the opportunity to grow with the business and started with R<sup>3</sup> three years ago as a Consultant, before progressing to Senior Consultant, Team Leader, Managing Consultant for Retail and now Managing Consultant for Sales. “Andy is a great talent” explained Executive Director of R<sup>3</sup>, Daniel Cornwell. “We recognised his enormous potential early on, and it was partly his passion for the sales sector and partly our recognition of the opportunity to replicate our success in the retail and leisure sectors, that saw us set up the new division.”

“The ultimate goal is to get R<sup>3</sup> Sales to be the recruiter of choice for the industry, and to ensure that we offer a more dedicated and specific service than our competition. Andy was chosen to lead this exciting new development because of his success in maximising some of our highest profile accounts in the past. I am confident that the division will go from strength to strength and look forward to welcoming more clients” Daniel concluded.

R<sup>3</sup> is an innovative recruitment consultancy which services the specialist retail, leisure and sales sectors. Experienced teams look after a portfolio of clients, which includes a variety of industry and sector leaders, from offices in Birmingham, Manchester and London.

***For further information about R<sup>3</sup>, please visit [www.r-three.co.uk](http://www.r-three.co.uk), email [info@r-three.co.uk](mailto:info@r-three.co.uk) or call the Birmingham office on 0121 632 5455 or Manchester on 0161 228 2800***

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***Editorial Enquiries***

*Please contact Felicity Owen at Zen Communications*

*07967 751580*

*[felicity@zen-communications.co.uk](mailto:felicity@zen-communications.co.uk)*