



## International Manufacturing and Sales

Hire Decisioning and Capital  
Investment Positioning

### Background

Company A has halted production of three key products in their facility. Company B (the client) has immediately realized growth in sales of their competitive products to Company A's customers in these key product lines. Intelligence gathered will appropriately position Company B for short- and/or long-term growth. Recruitment team is positioned to provide best-in-class future hires if necessary for long-term growth or diversity external hire campaign.

### Challenges

- Identify the state of Company A's position on these product lines, including key dates and future timelines.
- Address Company A's intent to bring these products back on line in the future? In current facility or in another facility?
- If not, will Company A replace these products with new innovations? Or, do they plan to exit these specific markets completely?
- What is the state of the facility? What other products are manufactured there? What percentage of the facility is active/dedicated to other product lines?

### Vital Approach

- Research stated or unstated hiring/firing activity (including layoffs and transition of key personnel).
- Research past 2 years of investment activity in Company A facility.
- Summary of published statements, data and literature on these product lines and the facility specifically.
- Research the community perspective of Company A in facility.

### Target

- Research and connect with recently transitioned and former Company A employees — with facility exposure when possible to find best target recruits
- Research people at Company A who want to discuss the organization's progress in key markets
- Talk to non-Company A employees (at competitor organizations) who work in key positions (sales, marketing and product development) to find best target recruits
- Research through Company A's customers to find best target recruits
- Research Company A's selling organization to find best target recruits
- Research other competitors' selling organizations to find best recruits

### Vital Results

- Kept Company B (the client) internally focused on capitalizing on short-term production, sales and revenue gains
- Delivered full analysis of key issues, including notes on conversations with targets and summary of all published and non-published critical information to assist in decision-making regarding short-term or long-term capital investment
- Had recruitment workforce plan, sourcing and selection plan 80% complete for essential middle-term and long-term success

Vital Our promise to you.

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