

## Agricultural sector / SME: 60 mlns Euros

### Context and goal of the project

- ✓ Ambition to develop the Eastern European markets with a strong agricultural tradition
- ✓ Existing distributor but not very efficient commercially and with a regional influence
- ✓ Willingness to have its own on-site sales force to animate distributors and end customers (large farms, agro-food industries)
- ✓ Too low current sales on the market to justify the establishment of a subsidiary

### Support from the VALIANS INTERNATIONAL's experts

- ✓ Launching of the recruitment of a field sales in Poland
- ✓ Job announcement and candidate search (+200 CV)
- ✓ Prequalification, prior interviews and short list of final candidates (12 candidates)
- ✓ Final interviews with the client and selection of 2 successful candidates (Northern and Southern Poland)
- ✓ Labor law advise, support on wage negotiations
- ✓ Recruitment of the sales representatives within Valians (payroll) to limit structure costs and simplify day-to-day management of employees
- ✓ Valians management of remuneration, holidays, social and tax declarations

### Results

- 2 full-time commercials based in Poland to cover several Eastern European countries
- No branch structure or management costs for the customer

Timing: 2 months

