



CASE STUDY: Securing the right candidate results in 172% growth in sales for Dresser Inc.

CLIENT BACKGROUND AND CHALLENGE

Dresser Inc. is recognized innovator in the global power and fuel industry. Their China Flow Control operations were established in 1995 and by 2005; Dresser Masoneilan was a premier brand in China, with a growing market share in oil & gas and power.

In 2007, Dresser regional management approached The MRI China Group after their Chief Representative/Sales Director for 12 years (since inception in China) left the company to pursue personal interests.

The company was faced with finding new leadership, requiring strong candidates, with firm long-term commitments to developing the China business for expansion; in the shortest possible time.

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HOW WE HELPED

The MRI China Group focuses on providing only the right talent for the right role and at the right time. For this senior position, our service included the following:

- Assigned consultant and research support with specialist industry knowledge
- Position profiling and company needs analysis
- Research and market intelligence
- Screening of candidates to match requirements
- Interviewing against key competencies and skills
- Short listing based on matching criteria
- Referencing of candidate's past employment
- Arranging and managing client interviews
- Client Short listing review to final selection
- Second round of interviews
- Assessment & selection of final candidate
- Negotiation of offer and acceptance

By providing only the appropriate talent required, The MRI China Group not only saved Dresser time, but helped ensure their needs matched the skills of our candidates.

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KEY DELIVERABLES

- » Shortlist of 4 candidates within 7 days of contract signing
- » First round of candidate interviews within 12 days of launch of candidate search
- » Employment offer issued and accepted 5 weeks after start of project
- » Senior management acknowledge the candidate has done well to integrate into new roll and express gratitude in The MRI China Group finding a perfect match
- » Dresser reported the following ROI in working with The MRI China Group:
 - » Return on investment = 638 x recruitment fee in increased sales performance
 - » Time invested by client – 2 hours 45 minutes for initial briefing plus interviewing time

RESULTS FOR DRESSER

“I've seen our China business grow 172% from 2007 to 2008. This is after 12 years growth paralleling China's GDP growth rates. MRI China recruited the Chief Rep/Director of Sales who drove this remarkable growth.”
Eric Strecker, President Asia Pacific

By providing a 'match' to Dresser, the company achieved the following results within the candidate's first year of employment:

- » Expanded product offering from one to two lines, and grew the second line's revenue by 48%
- » Increased market share for the second line from 25% to 35%
- » Expanded sales team from 16 to 37 people
- » Expanded customer accounts by 20%

