



# RECRUITMENT EVENT SERVICES

A case study with Perrys Motor Sales April 2019

Established in 1908 Perrys is a nationwide franchised dealer group with 52 dealers in 32 locations employing around 2000 employees. It is an award winning, leading automotive retailer with an annual turnover in excess of £600m.

The group represents some of the UK's leading motor brands. It is the largest independent Peugeot dealer in the country, the largest Mazda dealer group in Europe, and one of the largest networks of Vauxhall dealers.



## THE PERRYS RECRUITMENT CHALLENGE

Staff turnover in the group was an issue. As such Perrys were looking for a more comprehensive recruitment service that would:

- Offer an easy, no fuss recruitment process for the recruiting dealership.
- Provide a more holistic view of the potential candidate.
- Ensure new recruits better fit into the Perrys culture.

New employees were to undergo the Perrys induction programme, with sales process training being an integral part of that programme. As such it was less important to have previous experience in the role, and more important for them to possess the right skills, competencies and behaviours to excel in the role.

## SOLUTION & BENEFITS

Perrys objectives were in line with those of our automotive recruitment events which offer:

- A full administration package covering the advertising, filtering and communication to candidates.
- Relevant dealership management are required only to attend on the day of the event to watch the candidates undertake individual and group assessments and make more thorough recruitment choices as a result.
- Group and individual exercises are designed to reveal the strengths, weaknesses and true personality of the candidates providing a more holistic view to ensure a better organisational fit.
- The potential to fill multiple vacancies for multiple sites in just 1 day offering great value in comparison to other motor trade recruitment agencies.



## RESULT

Perrys initially asked us to run a recruitment event for a Sales Executive at one site in Portsmouth in May 2016. Since then we have run 22 recruitment days across the group, some sites on more than one occasion. The results of the number of vacancies filled at our previous 5 events can be seen as follows:

LOCATION	NO OF SITES	NO OF VACANCIES FILLED
Bedfordshire	1	4
Lancashire	1	7
Kent	4	11
Buckinghamshire	2	5
Yorkshire	5	9



“ We have enjoyed huge success with the MotorVise recruitment events. Historically, recruitment has taken up a considerable amount of my time. MotorVise provides a very professional management service which allows me to focus on finding the right candidates at the event and preparing for the successful candidates to join us. The day of the event itself is energetic, busy and runs seamlessly thanks to the on-site event managers from MotorVise who co-ordinates the day. We have incorporated our own profiling test in conjunction with MotorVise and we are extremely pleased with the results. 9 vacancies were filled at our last event – fantastic!

**Emma Baker – Regional HR Manager** ”