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PEAK CASE STUDY: **SHS CHEMICALS**

Peak Sales Recruiting helps SHS Chemicals secure specialized sales talent to accelerate its U.S. growth.

Overview

Situation:

SHS Chemicals needed a salesperson with a highly specific combination of oil and gas expertise, technical knowledge of drilling and cementing chemicals, and strong business development skills, but SHS Chemicals had no previous experience hiring in the U.S.

Solution:

SHS Chemicals partnered with Peak Sales Recruiting to leverage the targeted headhunting approach and specialized sales expertise that the firm is known for. Peak identified and engaged candidates within a niche talent pool, ultimately delivering a candidate who matched the company's technical and business development requirements.

Result:

Peak Sales Recruiting helped SHS Chemicals hire a sales manager who has exceeded expectations as he builds customer relationships, uncovers valuable market intelligence, and drives the sales pipeline to support the next phase of U.S. growth for SHS Chemicals.

> "Peak was very responsive and very collaborative in finding our ideal candidate. I highly recommend Peak as a truly trusted partner in finding the right talent for your company."

David Wang
SHS Chemicals

Situation

When SHS Chemicals, a chemical manufacturer with more than 30 years of experience, decided to establish its first full-time sales position, it faced an exacting hiring challenge. The company needed to find someone with a specific combination of oil and gas experience, technical knowledge of drilling and cementing chemicals, and strong business development and solution-selling skills.

The company had established customer relationships but needed a dedicated sales professional on the ground to nurture those relationships, expand key accounts, and develop new business. With no prior U.S. hiring experience and no established recruiting network, SHS Chemicals turned to Peak Sales Recruiting for specialized expertise.

"It was our first time hiring in the U.S.," said David Wang, Senior Operation Manager of SHS Chemicals. "We really needed a salesperson in the U.S. to build relationships with our customers, something we haven't done in the 30 years we have been operating in China. We chose Peak because of their sales expertise and very responsive team."

Solution

Peak Sales Recruiting deployed the exact skill set required. Rather than relying on active job seekers or broad candidate sourcing, Peak Sales Recruiting mapped the relevant talent pool and proactively approached professionals with experience selling into the oil and gas industry, including those with knowledge of drilling and cementing chemicals.

The search was further constrained by geography: SHS Chemicals required the candidate to be located in Texas, which significantly narrowed the talent pool. To ensure the best possible alignment, Peak focused on direct outreach and high-touch engagement. The recruiting team also effectively positioned SHS Chemicals and the opportunity to candidates who might have stayed with larger, established organizations.

> "We asked for a very specific profile and, miraculously, Peak delivered. We honestly did not expect to find someone who was exactly who we were looking for."
>
> David Wang
> **Senior Operation Manager**

Peak Sales Recruiting presented several candidates with varying combinations of technical and sales experience. Throughout the process, the team evaluated not only industry and technical knowledge, but also each candidate's ability to develop business, build customer relationships, and sell complex solutions.

The ultimate candidate brought together the full combination required: relevant technical expertise, oil and gas experience, strong business development capabilities, and solution-selling experience. By going beyond traditional passive candidate sourcing to directly engage specialized sales talent, Peak Sales Recruiting uncovered a candidate who closely matched a profile the client initially believed would be extremely difficult to find.

Throughout the search, Peak Sales Recruiting acted as a consultative partner, advising SHS Chemicals on compensation, candidate expectations, interviews, and the final selection process. SHS Chemicals remained flexible and trusted the experts at Peak Sales Recruiting, allowing the team to adapt to market conditions while staying focused on the core requirements.

Results

Just three months into the role, the new sales manager is already making strong progress toward the objectives SHS Chemicals put forward, ramping up on schedule and exceeding the company's expectations.

He began driving the sales pipeline, building strong customer relationships, and uncovering market intelligence. For a company looking to deepen its presence in the U.S., the sales manager is already helping create the relationships and market insight needed to support its next phase of growth.

"The sales manager has built great relationships with customers, gained valuable intelligence that was unknown to us previously, and is driving the sales pipeline," said David Wang. "He will be the catalyst for the new phase of our growth, especially with our key accounts."

The Peak Sales Recruiting team's expertise, responsiveness, and collaborative approach made them a trusted partner to SHS Chemicals as it navigated its first U.S. sales hire.

Specialized sales talent secured for U.S. expansion

Customer relationships and sales pipeline strengthened

Questions? Call us at +1.800.964.0946

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