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## **EXPANDING OGILVIE FLEET LAUNCHES GRADUATE RECRUITMENT AND TRAINING SCHEME TO MEET GROWTH TARGETS**

Fast-growing Ogilvie Fleet has launched a new graduate recruitment and training programme.

The first four graduate recruits will join the vehicle leasing, contract hire and fleet management specialist on February 1.

The graduates will further strengthen Ogilvie Fleet's 10-strong Britain and Northern Ireland-based sales team - known as Area Managers - as the company looks to expand its 10,500-strong company car and van fleet.

The development comes in the wake of parent company Ogilvie Group securing a new funding stream from Barclays Corporate towards the end of last year which ensures the whole business, including the fleet division, has access to funds to achieve growth aspirations.

Ogilvie Fleet Sales and Marketing Director Nick Hardy explained: "We have become frustrated in recent months in trying to recruit high quality Area Managers with the drive, desire and determination to succeed.

"Although we have been inundated with applications for jobs from potential candidates, they have failed to meet our employment criteria in a number of key areas."

As a result Ogilvie Fleet has teamed up with the UK's leading graduate sales assessment, sales recruitment and sales training organisation Pareto Law.

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Jonathan Fitchew, CEO of Pareto Law, said: "Ogilvie Fleet is a hugely successful company, and to place four graduates with them underlines the quality of graduates and training we deliver. In the current climate it is vital that companies ensure they have a sales team that can deliver real results, and this is where Pareto can make a major impact - recruiting new talent and training existing talent to help deliver business success."

During their first 12 months with Ogilvie Fleet the new graduate recruits will begin to learn about the vehicle leasing industry through a combination of:

- In-house training and development of fleet industry knowledge
- Attending dedicated sales training courses run by the agency
- Attending specialist contract hire/fleet management courses run by the British Vehicle Rental and Leasing Association.

Mr Hardy said: "We have decided to 'grow' our own account managers as experience suggests that this is the best way of having new, client-facing staff present the image we want.

"I and a number of my colleagues in the Ogilvie Fleet sales team entered the leasing industry as trainees and have all enjoyed successful and rewarding careers as a result. We believe raw talent among today's graduates can be harnessed and developed in a similar way.

"The lucky recruits will embark on a significant training programme that will turn them into professional consultants, capable of talking to fleet operators about the totality of the service we can provide, rather than simply looking for the next order. Ogilvie Fleet is all about building long-term relationships with clients and meeting their needs in a way that we believe no other leasing company can.

"If the initiative with the initial four recruits proves to be a success then Ogilvie Fleet will continue to build its area manager base through graduate recruitment in the future."

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Eighteen months ago the Ogilvie Fleet board devised a strategic growth plan that focused on operating a 10,000-strong company car and van fleet within three years. That target has already been achieved and now the business is aspiring to a fleet size of around 12,000 vehicles through organic growth over the next two to four years.

### **Editor's notes**

Ogilvie Fleet provide contract hire, leasing and fleet management solutions for UK and European companies operating vehicle fleets ranging from five to 2,000+ units.

The fleet today totals more than 10,000 vehicles, making the company one of the largest independent contract hire and leasing specialists in the fleet sector.

Ogilvie Fleet's reputation is built on an ability to deliver bespoke solutions and a consistently high quality of service, linked with competitive pricing and a 'real world' ability to work in partnership with clients. In essence, the organisation delivers the perfect combination of small company service ethos and large company buying power.

### **For further information contact:**

Nick Hardy, sales and marketing director, on 0845 217 9871 or email [nick.hardy@ogilvie.co.uk](mailto:nick.hardy@ogilvie.co.uk)

### **Ogilvie Fleet Ltd**

Sir Wilfrid Newton House

Newton Chambers Road

Thornccliffe Park

Chapelton

Sheffield, S35 2PH

[www.ogilvie-fleet.co.uk](http://www.ogilvie-fleet.co.uk)