CASE STUDY:

MARKET NICHE

Chemical Distribution & Trading

POSITIONS NICHE

Q jcq

Q1srf c qr Q jcq

JOB TITLE

Manager

CLIENT

Helm
COMPANY
Helm US

POSITION
Southeast Sales Manager

LOCATION
Home-Based Office
(Southeastern US)

For more information contact:
Robbie Ropella
President, Executive Search
Ropella
850-983-4883
Robbie@ropella.com
**HELM AG, Germany** is a multifunctional organization with a staff of 500+ and branch offices in 32 countries around the globe. They have the financial support and access to an international network in order to provide a modern all-around service to their customers and suppliers.

HELM U.S. Corp is proud to look back at over a quarter century in business. The company, founded in 1976, now specializes in the distribution and international marketing of specialty and industrial chemicals in the Americas.

**Helm’s German HQ’s**

Helm takes pride in the relationship with their customers and suppliers. All of their customers know that they can count on Helm for honesty, integrity, and fairness.

**Helm Group 2011 Statistics**

- Worldwide leading, privately held, international chemical marketing company, founded in 1900.
- Headquarter is Helm AG, based in Hamburg / Germany with 32 subsidiaries worldwide.
- Total business worldwide of USD 13.2 billion
- Total equity worldwide of EUR 460 million, Equity Ratio > 35%
- Total employees worldwide: 1,379
- Total business in North America: USD 2.9 billion, #3 as per ICIS top 100 chemical distributors

**More Information:**

www.helmag.com
HELM U.S. Corp is far more than a distributor of chemicals. For many years, they have been the exclusive representatives for major chemical producers in the Americas. This enables them to supply their customers with the same high quality products to meet their requirements in any market situation.

**International Marketing**

HELM U.S. Corp provides the link between the producers of chemical raw materials and the manufacturing industry. They purchase only from suppliers whose products meet their own strict quality criteria.

Helm has offices located in Mexico, Brazil, Columbia, and Argentina, and long time representatives throughout all major countries in this hemisphere. To facilitate their international marketing efforts, they have a dedicated Latin American Representative. This position was created to better service their suppliers’/customers’ needs, support the local agents/offices, and underline their commitment in Latin America.

**National Distribution**

HELM U.S. Corp is a full service, full function distributor with strategically located warehouses throughout the United States. They specialize in servicing the paint, resins, coatings, and detergent industry with both domestic and imported raw materials.

**Corporate Culture**

Helm US is a family-operated organization with the ability to be flexible and independent, but with the backing of Helm AG’s strong, financial security. Headquarters in Germany make some corporate decisions, but there is much room for decision-making locally for Helm US. They are a lean and efficient group with the patience to strive for excellence and the focus to reward organization and structure.

**More Information:**

www.helmusa.com
Primary Products Distributed

- Acetylcs, i.e. Acetic Acid, Vinyl Acetate Monomer
- Cumene derivatives, i.e. Acetone, Phenol, Bisphenol-A
- Dicarbonylic Acids, i.e. Sebacic Acid, Adipic Acid
- Ethylene Oxide derivatives, i.e. Glycols, Ethanolamines
- Propylene Oxide derivatives, i.e. Propylene Glycol
- Styrenics
- Solvents, i.e. Acetone, Ethyl Acetate, Dimethylformamide
- Surfactants, i.e. Polyethylene Glycol, Nonylphenol Ethoxylate
- Food ingredients:
  - Antioxidants
  - Flavor ingredients
  - Preservatives
  - Sweeteners
  - Vitamins
  - Citrics/Citrates

Principals
- Bayer Material Science
- Ineos
- Arkema
- Huntsman
- DuPont
- Dow
- Honeywell
- Americas Styrenics
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Southeast Sales Manager

Duties

- **Marketing and Sales - Southeast USA**
  - Charged with identifying, targeting, and closing potential Helm US customers in a specified territory in the southeastern USA (NC, SC, TN, MS, GA, FL, AL) through regular travel activities.
  - Maintain current customers through inside and outside sales calls and higher priority customer service contact.
  - Monitor credit limits and notify customers of potential credit issues before they escalate to a level that would jeopardize sale opportunities.
  - Price quoting in coordination with VP in Piscataway, NJ; maintain current pricing information with current and potential customers on a weekly/monthly basis.
  - Develop lead lists; identify potential lead sources.

- Provide the following regularly scheduled reports to senior management:
  - Customer meeting reports
  - Detailed market reports
  - Customer status reports
  - Special projects as requested/needed

- Develop profit calculations for potential purchases and sales.

**Office Administration Duties**

- Serve as support in the following functions:
  - Reviewing customer orders
  - Confirm customer order details with HUS personnel in NJ office

- Provide backup support for VP of Distribution and customer staff in NJ as it relates to HCO customers, including customer service and sales order follow-up.
Additional Duties & Skills

- Day-to-day overseeing of customer service
- Logistics follow-up on HCO customer shipments
- Compile special reports and projects as needed
If you have open positions in your organization, give us a call and put our people and our process to work for you.

For more information contact:
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850-983-4883
Robbie@ropella.com
Skill Survey
SE Sales Manager

Name:      Date:

1. Outline University Degree(s) with date(s): (Please provide the Name, the Location and the Phone # of each Institution & YOUR BIRTHDATE – so we can conduct degree confirmation check.) Note: This date is required in degree confirmation checks and will only be used for that purpose. Your birth date will not be supplied to the client.

2. Tell us about any specific experience you have working with any of the products listed below and/or closely related feedstocks/derivatives such as:
   - Acetlys, e.g. Acetic Acid, Vinyl Acetate Monomer
   - Cumene derivatives, e.g. Acetone, Phenol, Bisphenol-A
   - Dicarboxylic Acids, e.g. Sebacic Acid, Adipic Acid
   - Ethylene Oxide derivatives, e.g. Glycols, Ethanolamines
   - Propylene Oxide derivatives, e.g. Propylene Glycol
   - Styrenics
   - Solvents, e.g. Acetone, Ethyl Acetate, Dimethylformamide
   - Surfactants, e.g. Polyethylene Glycol, Nonylphenol Ethoxylate

3. Describe your experience growing a sales territory and what was your greatest percentage of increase in one year.

4. Describe your role in conducting in-depth market analysis for chemicals and/or products such as market size, competition, production economics and/or customers.

5. Describe your experience in identifying, targeting, and closing new customers.

6. What experience do you presently have monitoring credit limits and notifying customers of potential issues?

7. How have you in the past helped support and coordinate inventory delivery detail?
8. Outline the territories that you cover or have covered while in chemical sales and what was the overall sales responsibility for these territories.

9. Give an example of, or describe your most difficult experience negotiating with a customer and what was the outcome.

10. Describe your involvement in entrepreneurial opportunities where you were driven to successfully convert business opportunities into sales and profits.

11. What is your experience working with CRM-tools? What system have you been using to keep track of your customers and documenting your communication with them?

12. What is your comfort level with travel? Do you have a maximum % level of travel or # of days away from home you could sustain?

13. If asked one of the following questions during an interview, how would you answer? Why are you considering this opportunity? (or) What's motivated you to consider a job change at this time?

References
Please provide at least three references. The first priority is past bosses, then employees, and then peers.

Example: Bob Smith, currently – Director of Sales at ABC Chemical 412-123-4567, Email: bob.smith@abcchem.com.
Was Sales Manager, my direct boss, while I was an Account Manager at ABC Chemical.

We will NOT contact any references until after completing the interview process and not without notifying you first.

1) 
2) 
3)
Our Candidate Scorecard is a form you complete on every candidate you have now screened as a potential fit. If you can tell that some of the candidate’s are probably C level in a superficial overview in comparison to others you set those aside now and grade the rest. The scorecard will help you objectively weigh all the Must Haves and even the preferences in such a way that at the end of using the scorecard process you can be pretty sure who the A plus candidates are, who the A candidates are, and who the B candidates are. Then we focus on scheduling for the A’s.

### Candidate Comparison-Scorecard

<table>
<thead>
<tr>
<th>Attribute</th>
<th>A/B/C</th>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A = BS in Chem Engineering/Chemistry</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B = BS in Non-Technical Degree</td>
<td></td>
<td></td>
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<tr>
<td>C = No BS Degree</td>
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<tr>
<td>2. Exp working w/ products listed in the Skills Survey.</td>
<td></td>
<td></td>
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<tr>
<td>A = Yes</td>
<td></td>
<td></td>
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<tr>
<td>B = Somewhat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C = None or very little</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Has experience growing sales territory.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A = Yes</td>
<td></td>
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<td>B = Somewhat</td>
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<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>4. Exp w/ conducting in-depth market analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A = Yes</td>
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<td>C = None or very little</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Exp. identifying, targeting, &amp; closing new customers.</td>
<td></td>
<td></td>
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<tr>
<td>A = Yes</td>
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<td>7. Exp. monitoring credit limits &amp; notifying customers of issues</td>
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<th></th>
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<th>B</th>
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<tbody>
<tr>
<td><strong>C = None or very little</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>8. Exp. dealing w/ difficult customer and turning situation into success.</strong></td>
<td>A = Yes</td>
<td>B = Some</td>
<td>C = Little, or None</td>
</tr>
<tr>
<td><strong>9. Exp. working w/ CRM tools</strong></td>
<td>A = Yes</td>
<td>B = Some</td>
<td>C = Little, or None</td>
</tr>
<tr>
<td><strong>10. Comfortable w/ travel</strong></td>
<td>A = Yes</td>
<td>B = Some</td>
<td>C = Little, or None</td>
</tr>
<tr>
<td><strong>11. Resides in specified territory</strong></td>
<td>A = Yes, no issues and/or lives in the area</td>
<td>B = Some issues but nothing major</td>
<td>C = Will have major issues relocating</td>
</tr>
<tr>
<td><strong>12. Compensation: 70K to 90K</strong></td>
<td>A = 60K to 70K</td>
<td>B = 50K to 60K or 80K to 90K</td>
<td>C = below 50K or over 90K</td>
</tr>
</tbody>
</table>

**Grading Point System:**
- A’s = 4
- B’s = 3
- C’s = 2
- Bonus Points = 1

Now add up the numerical value of each grade and then divide by the total number of grades.

Total Points

Divided by ___ grades =

Avg. Grade