

Get to know your New Sales Director..



An interview with Sean Mercer

(Previous role: Strategic Account Director - HSS Hire Group)

On his first day, we sat down with Sean and had a conversation about what makes him tick, his likes and dislikes, and his views of the future of the Hire industry.

The Talk

1. Why did you want to join Smiths Hire?

- Having spent all of my career working for large national businesses, the time was absolutely right to come and work with a passionate well respected hire company who specialise in my part of the world. You gain so much experience through your career and I guess I really wanted to share that knowledge with people who care passionately about their customers and colleagues. That aside, I wanted to join a business that had more growth opportunities and can win market share by building upon the strong brand that Smith's undoubtedly have.

2. What's your star sign? - Taurus

3. Dead or alive who would be your ideal dinner guest? - Mohammad Ali

4. Favourite takeaway? - Indian

5. Who do you most admire in business? - Lee Newman (my ex MD), now CEO of the VPS group.

6. Favourite movie? - Shawshank Redemption

7. Biggest difficulty in hire?

- Finding the right people and placing new colleagues in the correct role, so you get the best results and enhance their prospects and the companies performance - get this wrong and it causes endless issues.

8. Favourite sport ? - 3-way tie between Football, Cricket and Snooker

9. Something unexpected we would never guess about you?

- I was once a Samaritan for 5 years - amazing privilege and highly recommended.

10. In your opinion what's the biggest challenge in the hire industry today?

- Easy, pricing being slashed to win the order. We should always value our service and offering and never undersell. The "true" cost of hire to the customer includes much more than just the weekly hire rate... aghhhhhh.

11. Favourite gadget? - iPad

12. What do you like doing in your spare time? - Travelling

13. Your favourite holiday destination? - Australia

14. Who is your celebrity crush? - Sandra Bullock

15. What's the most important attribute of a Sales Director?

- Impossible to select only one - so in no particular order - approachable, resilient (thick skin), visionary, excellent listener and of course being a motivator of people helps.

Welcome to the Smiths Hire Team Sean!