

# Life Insurance & Senior Benefits — Multi-Market

● Active Partnership

## THE CHALLENGE

They were growing, but it felt accidental. Like many sales teams, they were stuck in the "Recruiting Trap":

- The Rollercoaster: One month of hiring, followed by two months of drought
- Leadership Burnout: Managers were stuck screening applicants instead of training reps
- Fear of Scale: They couldn't launch new markets because they didn't trust their pipeline

## THE SOLUTION

We didn't just "send leads." We installed the HIRE machine.

- Automated Filtering: We cut the noise so leadership only spoke to qualified candidates
- The Launch Playbook: A repeatable system to turn on new markets on demand
- Data-Driven Funnels: We stopped guessing and started tracking

## RESULTS SNAPSHOT

144

INTERVIEWS  
CONDUCTED

101

NEW HIRES

70.1%

HIRE RATE

<\$200

COST PER HIRE

## BUSINESS IMPACT

- ✓ Managers stopped recruiting and started leading
- ✓ Recruiting became a math problem, not a guessing game
- ✓ New markets launched on-demand, not by luck

# Windows & Doors — Western US

● Active Partnership

## THE CHALLENGE

A strong operator hitting a hard ceiling. They had the sales skills, but they lacked the infrastructure.

- The Cap: They literally couldn't hire fast enough to grow
- The Split Focus: Managers were trying to sell, train, AND recruit
- The Risk: Opening new markets felt dangerous without a guaranteed pipeline

## THE SOLUTION

We built a recruiting engine designed for scale, not just speed.

- Market-Specific Launches: Campaigns tailored to each territory
- Leadership Defense: We took the recruiting weight off the sales managers
- Strategic Expansion: We used data to tell them when to open the next office

## RESULTS SNAPSHOT

388

INTERVIEWS  
CONDUCTED

250+

NEW HIRES

64.4%

HIRE RATE

+\$2M

NEW REVENUE ADDED

## BUSINESS IMPACT

- ✓ A blueprint for opening 3 new markets
- ✓ Revenue detached from internal bandwidth
- ✓ Leadership finally had room to breathe

# Windows — Western US

● Active Partnership

## THE CHALLENGE

They had the ambition, but the market was crowded.

- The Noise: Competitors were driving up costs and stealing talent
- The Drag: Internal recruiting was eating up 20+ hours of leadership time
- The Opportunity Cost: Revenue was left on the table because seats were empty

## THE SOLUTION

We didn't try to outspend the competition. We out-structured them.

- The Pilot: We proved the system in one market first
- The Rollout: Once validated, we expanded to new territories
- The Optimization: Continuous tweaking to keep cost-per-hire low

## RESULTS SNAPSHOT

159

INTERVIEWS  
CONDUCTED

93

NEW HIRES

58.5%

HIRE RATE

1

BRAND NEW MARKET  
LAUNCHED

## BUSINESS IMPACT

- ✓ Hired in the most competitive zip codes
- ✓ Allowed leadership to focus 100% on production
- ✓ Built a recruiting asset that the company owns

# Telecom — California

● Active Partnership

## THE CHALLENGE

California is the graveyard of recruiting budgets.

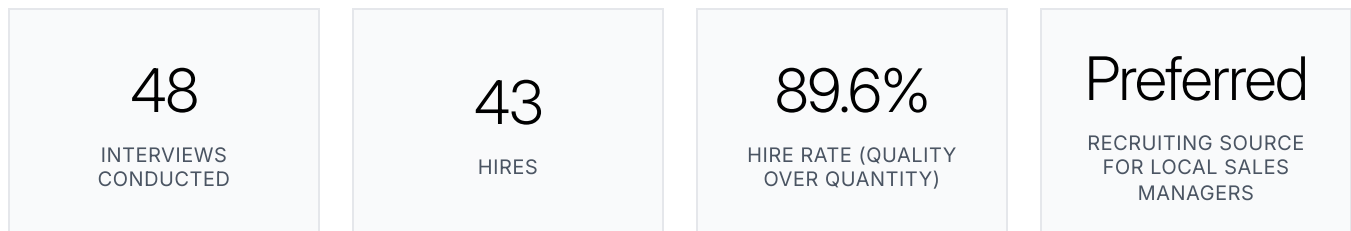
- High Cost: Ad costs were skyrocketing
- Low Quality: Traditional job boards were full of "ghosts"
- Stalled Growth: They couldn't staff their key territories

## THE SOLUTION

We stopped casting a wide net and started spear-fishing.

- The Filter: We designed a funnel that scared away the lazy applicants
- The Message: Tailored specifically for the "Grind" of the California market
- The Quality Control: Sales managers only saw serious candidates

## RESULTS SNAPSHOT



## BUSINESS IMPACT

- ✓ The internal team actually preferred our candidates
- ✓ Highest interview-to-hire conversion in company history
- ✓ Scaled a market everyone else was struggling in

# Roofing — Atlanta

● Active Partnership

## THE CHALLENGE

They needed bodies, but they also needed retention.

- The Gap: They couldn't recruit fast enough to hit goals
- The Chaos: Onboarding was messy, leading to early churn
- The Burnout: Managers were exhausted from "babysitting" the hiring process

## THE SOLUTION

We didn't just recruit; we helped them launch.

- High-Volume Engine: We turned on the faucet for applicants
- Leadership Training: We coached their manager on how to spot a winner
- Rookie Support: Built a process to catch new hires before they quit

## RESULTS SNAPSHOT

86

INTERVIEWS  
CONDUCTED

57

HIRES

66.3%

HIRE RATE

<\$225

COST PER HIRE

## BUSINESS IMPACT

- ✓ Built an internal leader who can now multiply success
- ✓ A repeatable engine for storm season
- ✓ Smoother onboarding = faster first deals

# Community Solar — Midwest

● Active Partnership

## THE CHALLENGE

"You can't hire here." That's what they were told about their rural territories.

- The Ghost Town: Low population density meant zero organic applicants
- The Doubt: Leadership didn't believe aggressive growth was possible

## THE SOLUTION

We treated rural recruiting like a sniper mission, not a billboard.

- Hyper-Local Targeting: We went where the people were—community hubs
- The "Hometown" Angle: We adjusted the messaging to fit the culture
- The Efficiency: We lowered costs by targeting under-tapped audiences

## RESULTS SNAPSHOT

50/mo

INTERVIEWS PER MONTH

35+/mo

HIRES PER MONTH

70%

HIRE RATE

<\$250

COST PER HIRE

## BUSINESS IMPACT

- ✓ Proved the impossible: Consistent hiring in rural zones
- ✓ Lowered recruiting pressure on internal team
- ✓ Built a competitive moat (competitors can't replicate this)

# Roofing & Property Restoration — Colorado

● Active Partnership

## THE CHALLENGE

They were bleeding cash.

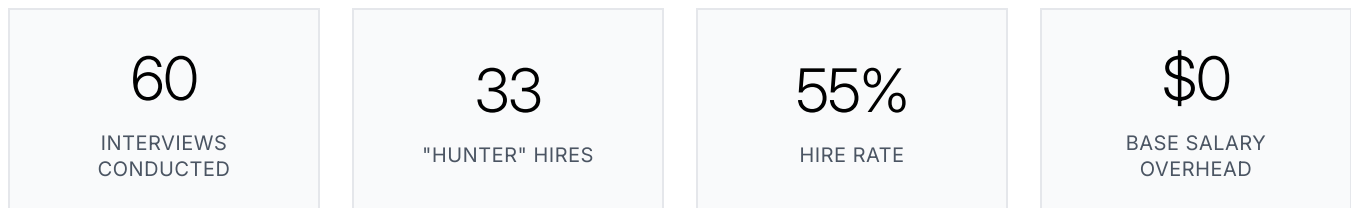
- The Trap: Offering \$50k base salaries to attract talent
- The Result: Hired lazy reps who coasted on the base and quit when it got hard
- The Cost: Massive payroll overhead with zero ROI

## THE SOLUTION

We gave them a hard truth: Stop paying for potential.  
Pay for performance.

- The Shift: We helped them transition to 100% Commission
- The Filter: We rebuilt the recruiting funnel to repel "salary seekers" and attract "hunters"
- The Reset: Re-aligned the culture around production

## RESULTS SNAPSHOT



## BUSINESS IMPACT

- ✓ Immediate profitability per hire
- ✓ Culture shift from "Employee" to "Business Owner"
- ✓ Removed the financial risk of scaling

# Deregulated Energy — Northeast

● Active Partnership

## THE CHALLENGE

They were burning money with "recruiting agencies."

- The Burn: Spending \$6,000/month for ZERO hires
- The Trust Issue: They assumed all recruiters were scams
- The Pipeline: Empty

## THE SOLUTION

We didn't promise instant magic. We promised iteration.

- Month 1: We built the data baseline
- The Fix: We optimized the messaging until the cost-per-lead dropped
- The Scale: Once it worked, we poured fuel on it

## RESULTS SNAPSHOT

20/mo

INTERVIEWS PER  
MONTH

15/mo

HIRES PER MONTH

75%

HIRE RATE

2

NEW MARKETS  
OPENED

## BUSINESS IMPACT

- ✓ Restored confidence in outside recruiting
- ✓ Proved the business model was scalable
- ✓ Opened 2 new markets using the new system

# Remodeling — North Carolina

● Active Partnership

## THE CHALLENGE

They relied on one internal recruiter.

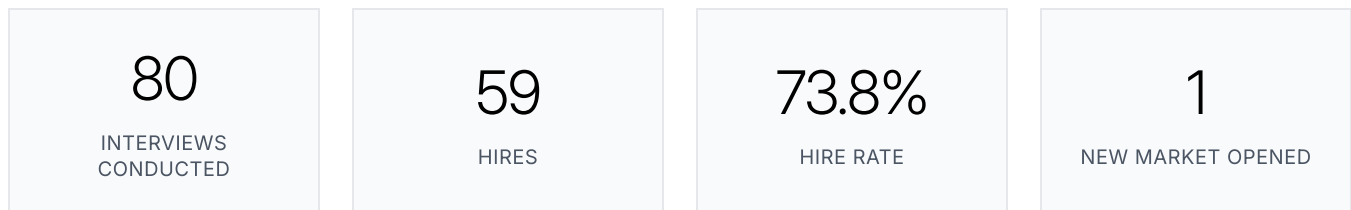
- The Limit: One person can only do so much. Capped at 6-8 hires/month
- The Risk: If that recruiter got sick or quit, growth stopped
- The Quality: Retention was low because the process was rushed

## THE SOLUTION

We automated the grunt work.

- The Machine: We built a system that did the sourcing and screening automatically
- The Leverage: The internal team stopped chasing leads and started closing candidates

## RESULTS SNAPSHOT



## BUSINESS IMPACT

- ✓ Quadrupled hiring capacity
- ✓ Leadership got their time back
- ✓ Removed the bottleneck of a single employee

# Roofing — Nationwide

● Active Partnership

## THE CHALLENGE

Private Equity demands growth now.

- The Pressure: 10 markets needed staffing immediately for storm season
- The Waste: They were lighting money on fire with inefficient ad spend
- The Chaos: Disconnected systems across different states

## THE SOLUTION

We became their centralized recruiting HQ.

- The Audit: We cut the wasted ad spend immediately (saved six figures)
- The Standardization: One unified recruiting message across the US
- The Ramp: Scaled from 3 campaigns to 12 in one season

## RESULTS SNAPSHOT

200+

INTERVIEWS  
CONDUCTED

100+

HIRES

50%+

HIRE RATE

4→12

CAMPAIGNS EXPANDED

## BUSINESS IMPACT

- ✓ A nationwide blueprint for growth
- ✓ PE-Ready infrastructure
- ✓ Lower customer acquisition cost at scale

# Not Every Partnership Scales

We don't hide our losses. We study them. These examples are why we are now so selective about who we partner with.

## The Culture Clash (Arizona Solar)

Goal: 200 hires in 3 months    Achieved: 174 hires    Outcome: 80% quit in the first month

We delivered 174 hires in 90 days. The failure? 80% quit in the first month. We filled the seats, but their leadership wasn't ready. New managers were thrown in without training, and the culture was chaotic.

### Critical breakdowns:

- New reps weren't properly onboarded by managers
- Communication between recruiting and operations broke down
- The company declined the two-day sales school to "get people in the field faster"
- Many reps didn't even show up for Day 1
- Those who did experienced a culture misaligned with what was promised

*We can bring the people, but we cannot be the leaders.*

Even so, the company still experienced a multi-six-figure ROI on the reps who stayed.

## The Overloaded Leader (North Carolina Solar)

Achieved: 30+ hires    Outcome: Poor retention due to executive/manager overload

We delivered 30+ hires. The owner tried to be the CEO, Sales Manager, and Trainer all at once. Candidates were lost in the shuffle because the leader was too busy knocking doors to onboard them.

### Critical breakdowns:

- New hires lacked continuity
- Training was inconsistent
- There was limited in-field support
- Leadership focus was split in too many directions

*You need dedicated leadership bandwidth to handle scale.*

Even so, because of healthy margins, the few who stayed still generated positive ROI.

# Not Every Partnership Scales

## The "Half-In" Approach (Life Insurance)

Outcome: Suboptimal results from partial system adoption

They tried to use "parts" of our system mixed with their old broken one. It's like putting a Ferrari engine in a lawnmower. It broke.

Critical breakdowns:

- Inconsistent messaging
- Broken follow-up cadence
- Duplicated or conflicting screening methods
- Disjointed handoff process
- Mixed expectations on candidate experience

*We now require full system adoption. No half-measures.*

## THE THROUGH-LINE

HIRE is a partnership, not a vending machine. We need three things from you:

1. Aligned Leadership: Managers who show up
2. Infrastructure: A place to train the reps we send
3. Commitment: You run the system exactly as designed

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If you can do that, we can scale you to the moon. If not, we aren't a fit.