

"Helpside increases the odds of small business success. Our executive team is focused on delivering practical, cost-effective solutions that help companies compete and win — and IsoTalent helped us quickly recruit a VP of Sales that will allow us to expand our impact on the small business community."

—Jake Lunt, COO Helpside

# HELPSIDE

## PEO Firm Hires Skilled Executive Talent in 23 Business Days

CASE STUDY: Professional Services, Sales Executive, Speed to Hire

### At a glance

Seeking to leverage its 32-year history and further increase momentum, Helpside partnered with IsoTalent to recruit an in-state VP of Sales. After an efficient workflow integration, IsoTalent quickly presented top-quality executive candidates to match Helpside's work culture, strategy, and growth projections. The process took 23 business days from source to final hire, with final billing coming in just under target price range.

### Key metrics



**13-9-1**

13 qualified candidates (QCLs) presented; 9 accepted; 1 hired



**23 DAYS**

(business days to fill)



**\$19.6K**

final billing; 60% savings compared to average commission-based fee

### CHALLENGES

Committed to advancing their impact on the small business community, Helpside needed a skilled sales executive to join their team. The organization prioritized two qualifications:

1) Experience running a tech-centric sales ecosystem, and 2) A proven track record of finding, developing, retaining and expanding a successful sales organization. As the Intermountain West's leading Profession Employer Organization, Helpside also sought candidates that would thrive in an environment that valued stability and balance over hypergrowth.

### SOLUTIONS

The IsoTalent model offered an ideal intersection of speed, cost, and quality of candidates to meet Helpside's human capital needs.



High-Touch Communication



Speed to Hire



Qualification of candidates

### BENEFITS AND DETAILS

1

#### Extensive network facilitated quick, high-quality results

Helpside's final hire was a candidate from IsoTalent's passive pipeline — one of the first presented. IsoTalent's candidates ultimately outperformed those presented by a PEO specialist recruiter co-assigned to the project.

2

#### Workflows and communication synced

Helpside's efforts in communication and organization through the process helped speed the time to hire, minimize hourly costs, and align qualification of candidates.

3

#### Candidates qualified for organization's needs and values.

Recruiters presented candidates with fresh skills and forward-thinking vision, who also valued Helpside's commitment to stability and emphasis on work ethic.

# IsoTalent



Recruiting and Global EOR services



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Lehi, Utah