

ACA Talent **fills 95% of client's open positions** in 9 weeks by deploying an optimized recruitment process

Assessing the Challenge

This international security technology client needed to ramp up its commission-oriented door-to-door sales force in the Canadian territories. Having worked with ACA Talent in the past on high volume sales recruitment in the United States, the client turned to ACA Talent to build a scalable model to attract and hire qualified sellers across Canada.

Designing the Solution

Working closely with the field sales and Human Resources groups, ACA Talent gained a complete understanding of the successful candidate profile for its business-to-business and business-to-consumer sales positions, and built a marketing platform to target those individuals.

To make an immediate impact on the client's open positions, ACA Talent deployed a high volume model across Canada. This full-cycle hiring program, encompassed all candidate lifecycle stages from sourcing through post-hire surveys, ensuring both volume and quality. Combined with an Applicant Tracking System and measurable reporting, ACA Talent was able to assess the process and make tangible adjustments.

ACA Talent also positioned a French-speaking recruitment team to manage areas like Montreal and Quebec to source, screen, interview, and help onboard candidates, while maintaining a rigorous recruitment process.

As part of a robust recruitment program, the client received:

- Recruitment events to focus on reducing openings in targeted areas
- Dedicated bilingual recruitment team
- Online career center & targeted sourcing strategy
- Backend candidate onboarding support
- Weekly communications and reporting
- Post-hire candidate surveys

Measurable Results

By building strong relationships with field and corporate operations, applying proven recruitment strategies to identify top talent, ACA Talent was able to reduce the client's open positions by 95% within 9 weeks, from project launch to finish. One out of four candidates interviewing accepted an offer and started successfully.

For more information about how ACA Talent can streamline your sales recruitment process to hire better quality candidates and drive revenues, call us at **888-750-5627**.

At a Glance

Business Challenge

Ramp up door-to-door sales force in global client's Canadian territories.

Solution

Develop full-cycle recruiting solution to fill open positions faster.

- B2B and B2C candidate profiling
- Improved recruitment process
- Bilingual recruiting team
- Targeted hiring events
- Integrated technology
- Online career center
- Reporting & metrics
- Post-hire consulting

Results

95%
reduction in open job orders

9 weeks
timeframe from rampup to finish

4 to 1
ratio of candidate interviews to starts