

 **TRUGREEN** RECRUITING SOLUTION**THE CHALLENGE**

When we first met with Derek, who leads TruGreen's enterprise sales team, he told us they struggled to attract and retain top sales managers. In this employee-dominated market, he realized they needed a game plan to jump-start their hiring for key, revenue-generating positions that would help them scale. Since Derek needed this to happen during the busiest sales time of the year, it was crucial to identify talent quickly to avoid a negative impact on their revenue.

**THE APPROACH**

Alongside, The JPI Group's On-Demand Recruitment team, we created a 12-week plan, implementing a high-touch recruitment strategy to help the VP of Sales hire and scale his Sales Management team quickly. We acted as an in-sourced recruiting function representing Derek and his team. While they had never experienced a recruiting team serving as an embed, they trusted our process of serving as ambassadors of their brand in every candidate interaction.

During the engagement, the JPI team supported nine Sales Management roles in nine different markets.

**RESULTS**

Within the 12 weeks, six hires have been made, and the candidate engagement with their employer brand has increased. At the end of the partnership, JPI provided the Regional Sales Managers with all candidates sourced, including contact information to help build their pipeline for future needs.

Derek and the Chief Revenue officer were so pleased with our delivery, JPI is now engaged with other teams across the organization to help fill their urgent staffing needs including IT and Technology needs.



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