



Employment Group
HELPING PEOPLE SUCCEED

Driving Growth Through Strategic Talent Acquisition

Situation

An automotive insurance company faced a pivotal moment in its growth journey, requiring a robust and future-ready salesforce to support its ambitious expansion plans. To meet these demands, the organization needed a talent acquisition partner capable of identifying candidates who not only possessed strong technical expertise but also shared a passion for Hagerty's unique mission in the automotive world.

Additionally, the challenge extended to scaling recruitment efforts efficiently while upholding the company's unwavering commitment to hiring high-quality talent. As the company prepared to go public, aligning talent acquisition strategies with the company's broader vision became essential to ensure the new salesforce could deliver results in an increasingly visible and competitive marketplace.

Solution

Customized Recruitment Strategy: EG designed a custom TA plan that prioritized candidates with a proven track record in sales and a passion for the company's niche market.

Enhanced Candidate Screening: Leveraging advanced tools and networks, EG conducted thorough evaluations to ensure cultural fit and readiness to contribute to the company's public company vision.

Scalable Talent Pipeline: EG built a robust pipeline of high-performing sales professionals, enabling Hagerty to rapidly scale its team without compromising quality.

Strategic Collaboration: Regular check-ins with the company's leadership ensured the alignment of hiring goals with broader corporate objectives, especially as they approached their IPO.



Results



EG built a high-performing salesforce to drive growth and support the company's IPO



100% of positions were filled with quality candidates



EG's focus on cultural fit resulted in higher employee satisfaction and retention



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