



F&W Transport Services Inc.

Leveraging the power of recruitment to transform sales

At a glance

F&W Transport Services Inc. is a freight forwarding company based in Montreal, Quebec. With offices in Canada and the US, F&W offers a comprehensive range of services including ground and rail transportation, air and sea freight, and warehousing.

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Working with Jonathan was a game-changer for our business. He not only helped us find and successfully recruit a the **perfect fit** for our sales rep position but also took care of all the steps in between **from A to Z**. This truly allowed me to step off and focus on other priorities. We couldn't be more pleased with the **hassle-free, comprehensive** process!

- Abraham Fried, Founder



90+

Applicants screened



100%

Application completion rate



www.lhsalesconsulting.com



Montreal, Quebec

CHALLENGES



F&W was faced with the task of hiring an external representative in their sales department that would fit their needs and culture. The ideal candidate needed to possess a combination of industry knowledge, sales acumen, and cultural fit, aligning with the company's values of integrity and customer-centricity. Additionally, the competitive market for top sales talent made attracting and retaining the best candidates difficult, requiring a strategic approach.

SOLUTIONS



From start to finish, LH helped facilitate the full recruitment process. This included leveraging LinkedIn Recruiter and Indeed, developing a 4-round selection process, establishing a compensation plan and employee contract, and conducting reference checks.



Candidate Sourcing



Thorough Selection



Administrative Management

IMPACT



Effective Resolution

1

The initial pain point was resolved with efficiency and professionalism within a 2-month span, allowing F&W to find their ideal fit and strengthen the sales department.

2

Shift of Focus

With recruitment being the tedious yet crucial task it is, F&W was able to have the burden lifted, enabling them to re-focus on larger priorities such as client work and development.

3

Transferrable Learning & Skills

As F&W's first-ever external hire, LH helped streamline the process while providing guidance and tips to the company along the way, making them better equipped for the future.