



# 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.

“

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



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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.



# Smardt Inc.

*Leveraging the power of recruitment to transform sales*

## At a glance

Smardt Inc. is a Montreal-based leader in oil-free centrifugal chillers, offering energy-efficient HVAC solutions since 2005. Focused on sustainability, Smardt helps clients reduce costs and carbon footprints globally.

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**Caleb Jones**  
General Manager

"Jon's expertise in sales roles, combined with LH Sales Consulting's specialized knowledge, transformed our hiring process. Their passion for finding the right fit ensured we received not only highly qualified candidates but also individuals poised for long-term success. What was once an overwhelming process became seamless, delivering results that far exceeded our expectations."



**1,500+**

Profiles reviewed



**14 → 3**

Initial screenings conducted by LH Sales   Interviews conducted by Smardt



**1**

Final candidate



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Montreal, Quebec

## CHALLENGES



Smardt faced significant roadblocks in recruiting an **Account Executive**. The team was overwhelmed with a flood of **unsuitable resumes** and lacked the **focused expertise** required to identify top-tier sales talent. This bottleneck hindered their ability to find the right fit for a critical role and distracted their leadership from other priorities.

## SOLUTIONS



LH Sales Consulting stepped in to streamline Smardt's recruitment process. Leveraging our **specialized knowledge** in sales recruitment, we sifted through countless applications to curate a pool of **high-calibre candidates**.

We conducted a multi-stage evaluation process that included initial screenings, in-depth interviews, and skills assessments. The final shortlist featured three standout candidates, all deemed highly qualified for the role. Among them, Ryan emerged as the ideal choice due to his exceptional blend of **enthusiasm, experience, and willingness to learn**.

## IMPACT



### Streamlined Process

1

Smardt went from feeling **overwhelmed** by unsuitable candidates to having a **focused, efficient** recruitment experience - ultimately bringing confidence to their decision.

### Enhanced Candidate Quality

2

Ryan's energy, solid sales experience, and hunger to grow made him the standout choice, giving Smardt trust in his long-term success within the company.

### Improved Organizational Focus

3

Outsourcing the recruitment process allowed Smardt's leadership to focus on strategic priorities, knowing that their hiring needs were in expert hands.