



HUNTER
RECRUITING

How Hunter Recruiting Met One Company's Toughest Hiring Needs

Case Study: Business

About Our Client

Our client is a mid-sized organization operating within the insurance industry, specializing in various insurance sectors such as Property & Casualty (P&C), Surety, Captive, Retirement Services, and more. The company is currently experiencing growth and requires senior-level sales talent to support its expanding business. Their unique sales model emphasizes time spent selling over servicing clients, particularly favoring commission-based bonus structures. This approach differentiates the company from many traditional insurance firms.

Project Overview

Hunter partnered with the company to address their urgent need for specialized sales professionals across multiple insurance specialties. The goal was to find candidates who align with the company's growth trajectory and cultural values. The project involved recruiting for various senior sales roles, including producers in P&C, Captive, Life Insurance, Group Benefits, and Surety, as well as entry-level sales associates and select specialized roles such as an Actuary in Captive Insurance.

Our Client, in Numbers:

\$154m+

Annual Revenue

900+

Employees

8

Locations

130+

Years in Business

Challenge

- ✗ The company had difficulty finding **candidates with deep insurance industry experience across multiple specialties**, which was needed to thrive in their unique environment.
- ✗ **Sales roles were expected to meet aggressive sales goals quickly**, adding urgency to the company's hiring process.
- ✗ **The company faced ongoing turnover**, complicating retention and placement success.

Here is where we come in.



Solution

Hunter developed a highly collaborative and tailored recruitment approach that prioritized understanding the company's culture and specific hiring needs through multiple intake sessions with key stakeholders. This allowed Hunter to source and present candidates who not only met technical requirements but were also strong culture fits. The recruitment strategy combined Boolean search, passive sourcing, social media outreach, industry networking, referrals, and targeted job marketing.

Approach

- Conducted **detailed intake calls** with hiring managers to **grasp unique team dynamics and candidate expectations**.
- Used a **multi-channel sourcing strategy**: Boolean search, passive candidate outreach, social media campaigns, industry networking, and referrals.
- Incorporated **ongoing feedback** to continuously improve candidate quality and fit.
- **Evaluated beyond skills**: prioritizing culture fit, professionalism, motivation, and industry knowledge.

Results

3-4
Weeks
Time to Hire

50%
Faster Time to Fill
*Versus the Industry
Avg.*

Exceeded
Expectations
*Client Satisfaction
Rating*

Positions Hired

Client Service Manager

Sr. Client Manager

Sales Associate

Sr. Sales Associate

Actuary

Team Leader

Testimonial

"Our success with this client came down to true partnership. We took the time to understand each team's unique needs, stayed flexible, and delivered quality candidates consistently. What really set us apart was our commitment to communication and follow-through. We weren't just filling roles, we were building trust."

Ryan Overton, Account Manager

Need Help Hiring?
Let's Talk!

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