



Small Business Uses Internal Resources to Solve Growth Challenge

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VSA, Inc. is a lead generation firm providing B2B appointment setting services. Its staff of callers, called Client Associates, make telephone calls and send emails to companies across the country and set sales appointments for VSA's clients.

VSA faces a large and imminent hiring challenge. In July, the firm signed an agreement with a large North American technology company. This contract promises to double VSA's staff.

To address the situation, VSA is taking a novel approach to recruitment, essentially hiring itself. Deploying its own internal Client Associates, VSA staff access and search online resume databases and call individuals whose backgrounds and career goals indicate a fit. "We are recruiting people just like ourselves," says Colleen Murphy, one of the Client Associates tasked with this assignment.

"This direct approach is exactly what we do every day for our clients," said Valerie Schlitt, CEO, "Instead of setting a sales appointment, we are asking prospective employees to set a telephone interview with one of the VSA screeners. We are lucky to have an entire team of skilled individuals who know the process, and

they are all right within our own four walls.?

Since August, VSA had attempted recruitment using traditional resources like online and print ads, employee referrals and personal networks. The company hired about a third of the vacancies this way, but still needs many more Client Associates by the end of November.

“Our screening process is so rigorous, the inflow of new applicants was just not strong enough to off-set the rejection rate and still make progress towards our hiring goal, said Valerie Schlitt, CEO. “Only one in every 100 applicants makes it past the 90-day trial period with us. We would never be able to staff up sufficiently, using traditional means.”

VSA is not new to this approach. In August 2015, VSA had a similar growth spurt. Client Associate, Scott Koerner, joined the team during this time.

“I remember receiving a call from Kathy,” Scott Koerner said referring to VSA’s applicant screener, “I had been looking for a position at that time. She described the job and scheduled a time for me to talk with Valerie. I ended up getting hired, and love it here!” Scott has since become a Team Lead for the new technology client, and “has been an excellent hire for VSA,” Schlitt added.

“As a small business, we need to be resourceful. We cannot always afford outside services, and often find we have the talent right here to get things done,” Schlitt exclaimed.

For more information about VSA, Inc. go to www.vsapropecting.com

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VSA, Inc.

VSA, Inc. is a premiere B2B lead generation, appointment setting and outbound calling firm. We shine when clients have complex products and services, or need complex prospecting approaches. We serve companies, large and small, across the US and Canada.

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