



From Relationship-Dependent to Revenue-Ready

Another KeyHire Success Story

About the Client

Company Name

American Sanitation Supplies

Number of Employees

8+

Business Operation

Chemical Manufacturing

Length of service with KH

New Client

Product/Service

Chemical blending, mixing, and bottling for oil & gas and agriculture industries

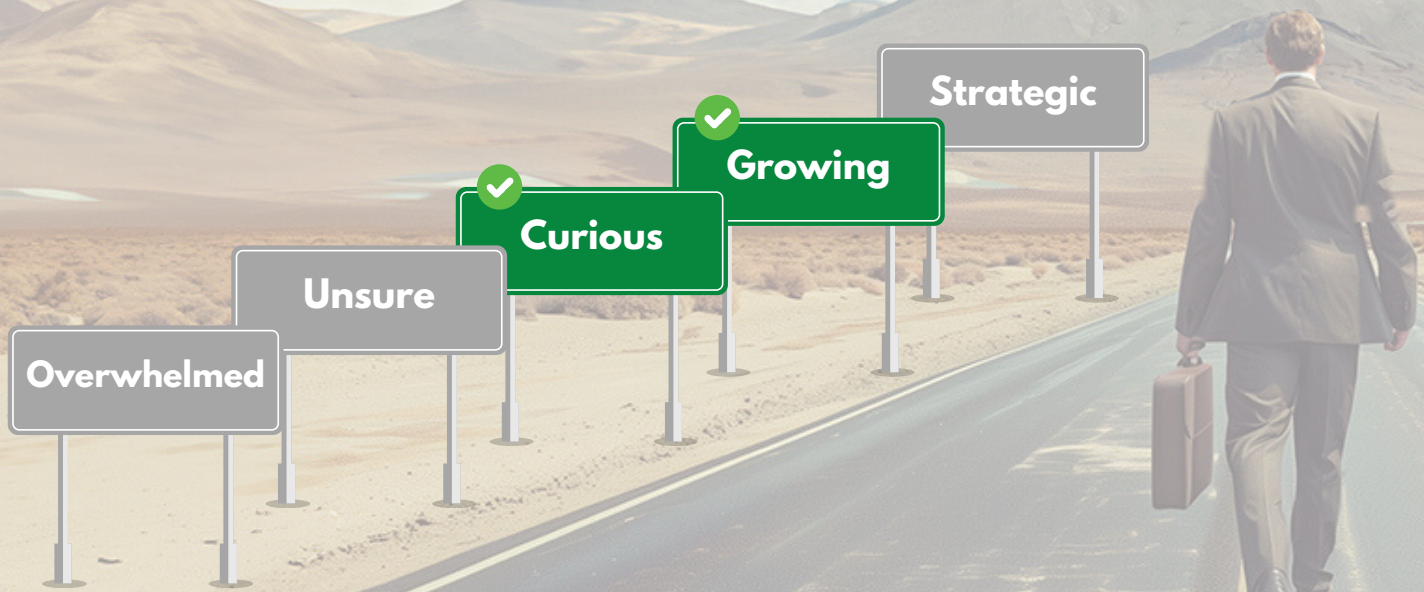
Role Fulfilled

- VP of Sales (*New Role*)

Ownership

Family Office Joint Venture

American Sanitation Supplies' Key Owner Stage[®] Journey



We've worked with countless small business owners and have discovered five clear stages they go through as their success grows. [Learn more about your Key Owner Stage here](https://www.keyhire.solutions/)

✓ Delivering Results

These owners were **curious** about scaling sales with targeted marketing and sales strategies but uncertain about the best approach. They were concerned about limited visibility in target markets and didn't want to continue relying solely on relationships for growth. Our strategy involved thoroughly understanding his operational strengths, pinpointing the sales and marketing gaps, and swiftly developing a comprehensive talent acquisition roadmap that would transform his relationship-dependent business into a revenue-generating machine.

✓ Their Challenges, Our Solutions

Willing to make changes, but not sure what route to take. They were thinking the organizational growth might be limited with their current approach and were concerned they might wait too long before making changes. They were sure other companies had similar sales challenges, but had no capacity to get insights into structured sales processes.

Driven by the need for experienced sales leadership to fill new roles, they sought to expand the company's capacity for growth beyond relationships alone. Frustrated by the lack of a defined sales strategy and taking random shots at improvements, they needed a trusted partner to understand his specific operational strengths and develop new sales-focused roles that could take his business to the next level.

KeyHire Solutions Actions

We worked with a sense of urgency to quickly and intimately learn the business and identify areas with the most significant sales and marketing constraints. Applying our expertise in small businesses, we:



Worked with the owners to create a "priority hiring" roadmap to address the biggest sales constraints first.



Designed and developed exact requirements for the sales role within the organization.



Assisted with organizational restructuring plan to support sales growth initiatives.



Created custom hiring plans to target, engage, and hire candidates who fit the culture, had the sales experience needed, and brought the capacity to help scale the business.



Did all the hard work behind the scenes executing the strategy and saving the owner valuable hours.



Completed a comprehensive market analysis to identify target customers in oil & gas and agriculture sectors.

Our contributions helped hire a sales-focused leader capable of executing structured processes and proven strategies. This enabled the owner the confidence to focus on operations and strategic growth while having experienced professionals drive revenue through targeted sales efforts rather than relationship dependency alone.

**LEARN HOW WE CAN HELP YOU
CREATE THE DREAM TEAM!**

READY TO LEARN MORE? LETS TALK.