



# Case Study



National Sales Recruitment for SkipTheDishes

# A **national** hiring campaign

Growing your organization and headcount can be a daunting task, especially when it happens on a national level. It takes a lot of strategy, planning, and insight to make the right hires at the right time. How many hires should you make? When is the right time to ramp up your hiring? And how do you attract talent in different markets across the country?

The Leadership Agency recruits for the most impressive companies of our generation. Our mission is to help high-growth companies make their best hires. We are a women-led company and believe in diversity, inclusion & belonging - diverse teams are strong teams.

We do it differently.

We're not just recruiters—we're your partners in building the teams of tomorrow.

## Where to find us:



[/theleadershipagency](#)



[@theleadershipagency](#)



[leadershipagency.com](#)

**3000+**  
placements

**300+**  
clients

**50%**  
women and/or BIPOC  
placements

**30%**  
clients Seed-C

# Search Statistics

Numbers tell us a lot about a search. They not only provide us with real-time data but also insights into the talent market.

## Timeline

**90**  
DAYS

## Candidates

**75**  
PRESENTED

## Markets

**9**  
CITIES

## Placements

**17**  
SALES  
REPS

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SkipTheDishes is one of Canada's fastest-growing companies. They have seen 11,000% revenue growth in just over 6 years, and have completely revolutionized the way their clients interact with their customers, bringing them a greater choice and convenience. They have over 20,000 client partners and operate in over 100 cities across the nation.

## SkipTheDishes Commitment to Community

The Leadership Agency is committed to working with companies that uphold the same values of inclusivity, transparency, and commitment to diversity.

SkipTheDishes is committed to diversity and inclusion, giving back, and education. "We're committed to cultivating partnerships with groups that action social change and reflect that we're stronger together".

# How we helped Skip

SkipTheDishes is part of Just Eat Takeaway.com, a leading global online food delivery marketplace. They connect millions of customers with over 29,000 restaurant partners in Canada.

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“We’ve worked with TLA for years. Over that period of time, our business and sales team have grown rapidly. TLA has found us rockstar after rockstar & played a critical role in our success”



Ben Leon  
Head of Sales



- 1** Discovery with the SkipTheDishes team
- 2** Meeting to understand the criteria of the project
- 3** Search project launched within 1 hour of approval
- 4** Weekly sync meetings with Skip. Data, full transparency and visibility into the search provided
- 5** 17 placements nationally in 90 days

# The Challenge

SkipTheDishes grew rapidly across the country due to demand for convenient food delivery and using technology to link customers with local restaurants. To support this expansion, they established a strong local presence in all major markets, ensuring their sales team had on-the-ground representation. This team drives new business and partnerships.

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# The Solution

The team at SkipTheDishes engaged The Leadership Agency to start on a national hiring campaign. The Leadership Agency's first step in its unique sourcing process began with a debrief call with the SkipTheDishes team to fully understand their requirements and gain in-depth knowledge of the company, the culture, and the brand. With a solid understanding of the company and role, The Leadership Agency team launched the role within one hour and went to market.

# Our Process

Everything starts with a discovery.

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## Discovery with ELT

Our team sat down with SkipTheDishes' People, Talent, and Sales leaders to discuss the scope of the role. The Leadership Agency begins every search by learning the company culture, and understanding the core values of the team and leadership.

## Revenue Model Analysis

To truly align with the goals of a business - and identify and attract the best candidates for the role - requires an understanding of the financials. The Leadership Agency acquires comprehensive knowledge of a company's revenue model by asking the right questions: Are they looking to grow current contract revenue, acquire net new business, lower their churn rate, increase monthly recurring revenue, expand into new markets, or go upmarket and get to the enterprise?

## Setting Timelines

The Leadership Agency set up transparent and aggressive timelines in advance so that SkipTheDishes would know what results to expect and when.

# The Result

Within an hour of its initial consultation, The Leadership Agency launched the search. Key deliverables included...

- Search launched in an hour
- Within five business days, SkipTheDishes was presented with vetted, qualified candidates, and a talent market analysis
- The Leadership Agency team held detailed conversations with hundreds of potential sales reps to find just the few who would be great fits for each markets nuances.

# The End!



Ready to see where we can take you?