



## GTM Pros Scales Business With the Help of **MightyRecruiter**

### Background

Boutique recruiting firm GTM Pros LLC focuses on building relationships with its clients that enable its recruiting staff to understand their hiring requirements and build robust talent pipelines – for full-time, temp-to-hire, and contract roles. The Plano, Texas-based firm focuses on recruiting IT, program management, accounting, and sales professionals across multiple industry segments, including the oil and gas.

Recently, GTM Pros went in search of a centralized talent sourcing and recruiting platform. Competing against much larger recruiting firms, GTM Pros wanted a solution that would give it a competitive edge, one that would unearth hidden talent unknown to competitors.

### The Challenge

Head Recruiter Kelli Casey led the effort to identify, test, and evaluate options.

“*I tried using several of the more prevalent recruiting systems on the market, and the results were subpar – whether active or passive candidates,” Kelli says. “We wanted a system that would give us a strategic advantage, one that would help us identify and engage hard-to-find talent before other recruiting firms and hiring leaders.”*

While conducting research, Kelli came across the MightyRecruiter website and signed up for a free trial. Impressed with MightyRecruiter’s intuitive interface and robust capabilities, Kelli upgraded to a paid subscription.



**Organization:** GTM Pros

**Headquarters:**  
Plano, Texas

**Recruiting Model:**  
Boutique recruiting

**Focus:**  
IT, oil & gas, program management, accounting, and sales professionals  
[www.gtmpros.com](http://www.gtmpros.com)

### Challenges

- Achieve rapid time to fill for certain openings
- Streamlined candidate management platform
- Identify hard-to-find passive candidates
- Tap multiple channels for sourcing candidates

### Results

- Rapidly scaling business – filling 3 requisitions weekly
- Shrank time to fill by 40%
- Expected to save time for each job posting by 72 hours

## The Solution

MightyRecruiter's proprietary resume database is one of the capabilities that drew Kelli's immediate attention. During her free trial, Kelli was able to search for and assess candidates in the database. She found the search capabilities especially useful.

“The ability to save a search and reuse those same filters for a new search saves us a lot of time,” Kelli comments. “We also like being able to input the candidate as already viewed and filter out all of those in searches. With GTM Pros staff placed strategically throughout the U.S., these efficiencies make a big difference.”

The quality of the talent pool in the resume database is something that quickly impressed Kelli and is one of the reasons she views MightyRecruiter as her primary source for recruiting candidates.

“MightyRecruiter's resume database is a gold mine,” Kelli quips. “We're able to do a quick search and pinpoint candidates who are a good fit without a lengthy search process. Sometimes, you don't need to run a marathon. We've been blown away with the results.”

The ability to rate and review candidates is something Kelli and the GTM Pros team also uses.

“Even though a job may get put on hold or we opt for a different candidate, we're able to rate and tag the candidate for later consideration,” she says.

While Kelli has used job posting for only a select number of openings, she is excited about the possibilities. She's waiting for the right opportunity to use JobPromote for targeted paid job postings.



## The Results

Time is really important for a staffing firm like GTM Pros that places client relationships at its core. In instances where Kelli is able to find quality candidates for an opening without posting to job boards, the time to hire is dramatically faster – 40 percent according to her estimates.

“Single-click job posting is going to be a huge time saver for us as we build our pipeline,” Kelli notes. “This could save us as much as 60 minutes per job posting.”

GTM Pros is already a successful firm, and with the help of MightyRecruiter the horizon is even brighter.

“We’re filling approximately three positions each week, Kelli sums up. “And with the help of MightyRecruiter, we are confident that we’ll continue to see a great growth trajectory.”



Try MightyRecruiter for Free