



### CASE STUDY

## How a Chicago Startup Hired for Character and Grit, While Reducing Time Spent Hiring by 50%

Chicago-based company, **ShipBob**, develops e-commerce fulfillment software to help online companies focus on building their brands, instead of playing constant defense on business operations. ShipBob provides the tools to help these businesses maintain control over inventory, orders, and shipments. A fulfillment industry innovator, the web-based software company allows users to manage orders, track real-time stock levels across ShipBob's fulfillment centers, and receive notifications when inventory is running low.

Following a successful Series B funding round, ShipBob quickly realized they needed to scale their sales team. When faced with the time-intensive responsibilities of growing their business and building a team, it became apparent they needed to expand beyond their in-house resources. ShipBob turned to **Victory Lap** to help them hire a team of BDRs (Business Development Representatives), who were pre-vetted based on sales acumen and other soft skills, received intensive two-week sales training, and were prepared to honestly answer the age-old sales interview question, *"Why a sales career?"*

### BUSINESS IMPACT

SHIPBOB MADE 11 SUCCESSFUL HIRES AT A

**100%**

RETENTION RATE

OF THESE 11 VICTORY LAP GRADUATES

**75%**

HAVE BEEN PROMOTED TO ACCOUNT EXECUTIVES

**65%**

OF THE VICTORY LAP CANDIDATES WERE DIVERSE IN GENDER, RACE, AND ETHNICITY





## CHALLENGE

# Hiring the Right People to Respond to ShipBob's Sudden Growth

Shortly after ShipBob's Series B round, it was critical to not only grow the team in headcount, but to hire the best fits to continue to capitalize on the existing traction. With their early success, ShipBob needed the right hires on board to continue this momentum. When ShipBob first partnered with Victory Lap, ShipBob did not have a HR or talent team, which left all aspects of talent acquisition to the department heads.

ShipBob Co-Founder, Anthony Watson, was responsible for interviewing, hiring, and training all BDR roles. For him, this became a full-time job -- on top of his full-time job. It was a manual, tedious, time-consuming process; but it was also the **most important thing he was doing -- hiring the right people.**

“ *It was illuminating how difficult it was to find the right people. There are so many great companies in Chicago, and top talent is in high demand. We weren't willing to compromise on hiring excellent people, and it was clear we needed help finding the right people.* ”

- ANTHONY WATSON, SHIPBOB CO-FOUNDER

Do these challenges sound familiar? Find out how you can improve your hiring process.

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## SOLUTION

# Hire from a Curated Selection of Pre-Trained Sales Candidates

ShipBob turned to Victory Lap's seasoned leadership for guidance on hiring the growing number of open BDR positions. Victory Lap's brand is built around training high-quality candidates who ramp-up faster and stay at a company longer, which was very enticing to ShipBob. The Victory Lap program has a **<10% acceptance rate**, which results in a carefully curated selection of Chicago's top sales talent. Victory Lap intensively trains candidates for two full weeks (on candidates' own time), and introduces the graduates to a marketplace of top companies throughout the city and suburbs.

The ShipBob team felt this automatically proved these candidates are dedicated and have the grit needed to help grow ShipBob's business. The Victory Lap program ensured the candidates were ready to take on a sales role, and most importantly, could confidently answer the interview question, "Why a sales career?"

“*Getting the right people in the door is crucial for our company's success. We're not just hiring for technical skills, but for the character of those hires. Think of how much time you spend recruiting and hiring someone who isn't the right fit? A bad hire will stand in the way of your growth and success.*”

- ANTHONY WATSON, SHIPBOB CO-FOUNDER

## SOLUTION: HIRE FROM A CURATED SELECTION OF SALES CANDIDATES

A partnership with Victory Lap is a very high-touch experience; **the communication between Victory Lap and ShipBob was the best part of the partnership.** ShipBob saw Victory Lap as an open book of best practices, resources, and training to grow their sales organization. A top benefit of the partnership was the transparency of knowing what the candidates were learning during the two-week training program, in addition to knowing these candidates were pre-vetted by the Victory Lap team, prior to interviewing with ShipBob.

“*Not only did our experience with Victory Lap lessen our personal stress, but it also reduced our hiring process by 50%. I knew every two weeks I would have eight to 15 amazing candidates, whom I could hire quickly. I was confident these candidates could successfully answer the “why sales?” question, and they had the character, grit, and sales acumen we looked for in candidates.*”

- ANTHONY WATSON, SHIPBOB CO-FOUNDER

### What Does Victory Lap's Training Include?

The Victory Lap program trains job candidates to succeed in sales, perform well in interviews, and ultimately transform their sales careers. Victory Lap graduates are well-versed in:

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Science behind building trust in sales

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Anatomy of an effective sales conversation

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Writing effective prospecting emails

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Four-step objection handling process

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Prospecting strategies and the proper communication cadence

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Strategies for reaching the right decision maker

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Sales funnel 101 and optimization strategies

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Three types of questions needed in every discovery call

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Live calling and appointment setting

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Closing the sale with urgency

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Four components of an effective elevator pitch

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The psychology of buying and selling

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Psychology of sales: influencing behavior

## BUSINESS IMPACT

# Reduced Sales Hiring Process by 50%

ShipBob's partnership with Victory Lap eliminated the front-end recruiting process, resulting in major time savings. Watson estimates he was spending 50 hours per week building his sales team -- all time he was able to reallocate to continuing to grow ShipBob's business.

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Over a six-month timeframe, **ShipBob made 11 successful hires at a 100% retention rate** (over a nine-month period). **Of these 11 Victory Lap graduates, 75% have been promoted to Account Executives** -- a revenue generating role. The Victory Lap candidates whom ShipBob ultimately hired also brought a range of diversity. **65% of the Victory Lap candidates were diverse in gender, race, and ethnicity.**

“ *We view our relationship with Victory Lap as a partnership; we don't see them as a vendor. The Victory Lap team was always incredibly transparent when presenting candidates, and we never felt forced to interview or hire a candidate who wasn't the right fit for our team.*

- ANTHONY WATSON, SHIPBOB CO-FOUNDER

## Why Victory Lap?

ShipBob ultimately chose to partner with Victory Lap because of:

- **Quality of candidates.** The selection of candidates Victory Lap presented to ShipBob were highly curated, pre-vetted, and had already successfully progressed past the first screening level. When it was time for ShipBob to interview the candidates, they could focus on screening for the attributes that mattered most to the success of their business -- the character and grit these future team members had to offer.
- **Transparency.** Victory Lap maintained a high-touch partnership with ShipBob, over-communicated throughout the process, and provided mentorship, which resulted in a relationship built on trust.
- **Time savings.** Hiring a sales team was ShipBob's most important and time-consuming initiative. Victory Lap served as an extension of ShipBob's team, and was able to absorb the time investment associated with hiring top talent.
- **Sales education.** Victory Lap teaches students the correct way to sell, all while providing companies with savings for sales education. The two-week program allows companies to outsource sales training, and hire confident candidates who make less on-the-job mistakes and ramp-up faster.

The partnership between ShipBob and Victory Lap provided ShipBob with the resources to hire a group of curated, pre-vetted candidates, who already aligned with ShipBob's culture and values. Victory Lap's training program allows companies to hire candidates curated for their specific needs, reducing the amount of time spent on the hiring process and providing complete transparency throughout the process. Partnering with Victory Lap allowed ShipBob to continue focusing on building their business, while reducing the stresses associated with hiring.

Are you looking to hire better sales talent, train your existing team, and retain top performers?

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