



PEAK CASE STUDY: MIRAPATH

Peak transforms a Silicon Valley sales team to help meet growth goals

Overview

Situation:

In order to execute their sales strategy, Mirapath needed to acquire hunter sales talent with the ability to sell a technical sales solution and grow accounts year over year. However, they experienced difficulties winning the war over top talent in Silicon Valley.

Solution:

Mirapath leverages Peak's sales-specialized recruiting services to attract, assess, and hire four of Silicon Valley's top sales professionals.

Results:

Mirapath's new hires have driven new business, transformed the culture, and helped achieve the organization's aggressive growth goals.

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The sales executives we hired through Peak are like nothing we've seen before. They continue to drive new business and have taken our sales team to a whole new level.

— ” —

Michele Ruiz

VP of Sales and Operations
Mirapath

Situation

Mirapath designs, procures, installs, and manages data center, lab, and IT infrastructure for high-growth and enterprise organizations including Cisco, Google, HP, Palo Alto Networks, Pandora, Pure Storage, Tesla, and VMware. Located in Cupertino, California, Mirapath provides their clients with interconnected solutions as well as coordinate the materials and project schedule. In 2018, Mirapath was named on CRN's 2018 Solution Provider 500 List.

Traditionally, Mirapath's talent acquisition strategy comprised of a mix of leveraging internal resources and consulting third party recruiters. Despite implementing several innovative recruiting tools and techniques, the company continued to experience several hiring challenges. "Silicon Valley is a very concentrated area with some of the most technical, innovative, and cutting edge organizations in the world – and we're all competing for the same workforce," says Michele Ruiz, VP of Sales and Operations at Mirapath. "We would only ever engage with candidates who were constantly looking for the next job opportunity to try and climb the pay scale. We had major difficulties connecting with passive candidates – who we believe are the best salespeople."

In addition to difficulties attracting top talent, Mirapath faced challenges accurately assessing candidates against their selling environment. "We would often hire candidates who were technically astute but did not have the necessary experience to be a successful salesperson," says Michele. "They understood our technology but did not understand how to close deals or identify new business."

In late 2015, Mirapath was experiencing significant growth and in order to deliver upon their aggressive revenue goals for 2016, three new A-level sales executives and a sales leader would be required. The executive leaders at Mirapath knew they needed a recruiting partner with the ability to attract, assess, and recruit top sales talent in the Silicon Valley area.

Solution

After an extensive search for a sales recruiting partner, Mirapath selected Peak for their initial search of three sales executives. "I've worked with half a dozen recruiting firms before and right from the start you could tell Peak was different," says Michele, "What really intrigued me was the psychometric assessments – these were a major value-add in helping us understand drivers, motivators, and overall fit of each candidates."

Peak approached the challenge using their four-pronged recruitment methodology. Assigning Mirapath's hiring leaders with a software sales recruiting team, Peak began by digging deep to understand their organization's broader growth goals and sales strategies. "I really appreciated how thorough Peak was in asking questions and building their understanding of what kind of individual would be successful in our selling environment," says Michele. "Working collaboratively, we were able to build a solid definition of our ideal candidates."

Using that ideal candidate profile as a foundation, Peak began headhunting and sourcing candidates that matched Mirapath's mandatory criteria. Each candidate Peak presented to Mirapath's hiring stakeholders generated year-over-year growth in accounts, experience acquiring net new business, and a successful track record in selling technical solutions within a B2B environment.

In addition, all candidates were put through Peak's Certified Assessment System to ensure they had the right DNA to be successful in Mirapath's unique selling environment. Due to the high rate of success of the placement of the three sales executives, Mirapath partnered with Peak again to recruit a Sales Director.

Results

Peak's hires played a major role in Mirapath's continued growth over the last few years. "Peak made me look like a rockstar," says Michele Ruiz, "The hires we made have raised the bar within the Mirapath organization. Our company has been around for 14 years and these sales executives are like nothing we've seen before. They have driven new business and taken our sales team to a whole new level."

From Michele Ruiz's perspective, Peak was able to take care of the recruiting projects' "heavy lifting", so that she could spend more time focused on her team, revenue, and clients. "I only have so many hours in a day," says Michele, "and I need to spend it on critical sales activities. That's why it's so important to me that I've found a recruiting partner I can trust. I am always confident in Peak's abilities to get me the right person for our team – and I can trust them to have my best interest in mind. That's the top level of professionalism I expect in my go-to recruiting partner."

Peak continues to act as Mirapath's strategic talent acquisition partner, helping them recruit sales leaders and executives in Silicon Valley. "I've continued this partnership because with Peak, I know there's a high return on investment and risks are mitigated," says Michele. "I feel comfortable knowing I have that guarantee of getting a replacement if something does go wrong. I will keep coming back to Peak because the results are worth it."



Sales Director and
3 Strategic Sales
Executives hired



Aggressive growth
goals achieved
year over year



Sales team and
organizational
culture transformed

Questions? Call us at [+1.800.964.0946](tel:+1.800.964.0946)