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**Empowering our sales team was most important to us, it gave us differentiation**



**Paramount Staffing**  
NORTHBROOK, IL

Industry **Logistics Staffing**

Favorite Feature **99% Adoption**

Impact

**+30% higher sales activity**

**More competitive in their market**

**Enforced best-practises in sales**

Even though ProMan, Paramount Staffing's parent company, is an international €2.5b force, with 60+ Paramount Staffing offices in the US alone, the mega-company remains family-owned, and keeps its family values at heart.

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**Our most valuable resource is our people.”**

“Our most valuable resource is our people” says Anthony Hegarty, VP of Sales, Paramount Staffing.

And their people-centric approach to their team and their clients is clearly working.

In spite of Covid-19 impacting the job market at historic levels, Paramount Staffing grew at record levels, opening 10 new offices in the United States in 2020 to support their growth—and to support the hundreds of thousands of Americans who found themselves in search of new work this year.

Paramount Staffing also added 10 more salespeople to their team in 2020, which they've empowered with FreeAgent CRM.

“Using FreeAgent has ensured we are delivering best-in-class sales methodology and sales techniques without having to rely on someone to remember every time. That type of automation is really powerful to us.

My team has adopted it wholeheartedly. The team activity levels in the first month were 30% higher than the previous month before we had FreeAgent. It's been a resounding success.”

## The Leader in Logistics Workforce Solutions

Paramount Staffing is a family owned business that provides staffing services for the industrial sector. Their mission centres around understanding their clients, learning their vision and strategies.

With 60+ offices in 13 states across the U.S. and their



focus on industrial employees makes them uniquely qualified to meet the needs of such businesses.

From a lathe operator to a VP of Operations, Paramount Staffing can help you fill any position.

Paramount Staffing has been named as one of the best companies to work for in America twice in the last 8 years.



## Challenges

To keep delivering outstanding support to all their clients Paramount Staffing knew they needed a robust and highly effective CRM system.

They were looking for a system that could do more than just facilitate sales communication. They wanted a system that would allow them to train and improve team member performance.

They needed a mobile App that was not a “Thin App”, a tool that’s powerful like the desktop version.

They had also had poor adoption with other CRM’s. It had to be something the sales team really wanted to use, because it helped them (not just “tracked” them).

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During our selection process we identified FreeAgent to be, and we still believe it to be, the best choice.

Using FreeAgent has ensured we are delivering best in class sales methodology and sales techniques without having to rely on someone to remember every time.

That type of automation is really powerful to us.”



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I’m a big believer in data driven insight and insight-driven sales tools to enable and

## The Solution

**empower my sales team. FreeAgent has given me the ability to do that.**

**FreeAgent gives me the ability to enable my sales people at the point of sale and make them look better than any other sales team through best-in-class built-in practices.**

**In our industry, it's competitive, differentiation is tough. FreeAgent gives you differentiation**

Paramount Staffing uses automations in FreeAgent to take care of daily tasks. This has allowed them more time to focus on sales strategy and sales growth, as well as team development.

FreeAgent's mobile solution has also helped Paramount Staffing by providing up-to-date data for its many team members who work remotely.

With its intuitive interface and automated capabilities, FreeAgent has made Paramount Staffing's sale teams workflow more efficient and more productive.

## The Impact

FreeAgent is now being used by 99% of Paramount staffing's sales team. It's easy to use and has empowered them to do what they do best leading to greater sales velocity.

Paramount staffing has also used FreeAgent to improve its pipeline management. They have implemented a pipeline review process using FreeAgent's customized reporting allowing a clear view of potential customers current statuses and helping them track even more KPI's.

With more efficient communication and strong support, FreeAgent has been able to help Paramount Staffing to ensure they're delivering best in class sales methodology and sales techniques to their potential customers.

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**I know from my experience adoption rates with CRM systems can be a difficult thing. I think the industry average is 65% but my folks have a 99% adoption rate using FreeAgent.**

**In our industry, it's competitive. Differentiation is tough. FreeAgent gives you differentiation.**

**FreeAgent is built with the sales person in mind. It's built to enable them to do their job and you can't ask for more from a CRM than that.”**



**Anthony Hegarty**  
VP of Sales, Paramount Staffing

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