



PEAK CASE STUDY: ELECTROSTEEL USA

50% Year-Over-Year Growth Fueled by Strategic Sales Hiring

Overview

Situation:

Electrosteel USA set an ambitious goal to expand its sales force but had exhausted its internal network in a niche market.

Solution:

Peak Sales Recruiting executed a focused, data-driven search to secure high-impact sales talent across North America.

Result:

Peak's placements drove 50% year-over-year sales growth in key territories. Electrosteel now sees Peak as its go-to recruiting partner for sales expansion.

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We consider Peak our in-house recruiting company at this point. Peak's name goes to the highest levels in the company as a vendor we can trust.

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Danny Swalley

Director of Sales and Marketing
Electrosteel USA

Situation

For over two decades, Electrosteel USA operated with a lean, specialized sales team. While their expertise in ductile iron pipe manufacturing gave them a strong reputation in the market, the company had never undertaken a large-scale recruitment initiative. By late 2024, leadership recognized that in order to meet their aggressive growth targets, they needed to expand their sales function.

However, the challenge lay in the company's highly specialized industry. Most sales professionals selling similar products were already known to Electrosteel, and those who weren't were difficult to reach through traditional channels. As the Director of Sales and Marketing, Danny Swalley, explained, "we'd exhausted the list of everyone who sells this product. If we were going to hire new sales people, we needed to cast a much wider net."

Historically, Electrosteel's hiring process was informal and limited. Few hires were made intentionally, and most came through personal referrals or industry contacts. The company needed a structured, professional approach to identify and attract qualified candidates outside their immediate circle.

Solution

Electrosteel partnered with Peak Sales Recruiting to execute a targeted and methodical search across the United States and Canada. From the first engagement, Peak's structured process stood out, offering a clear plan, consistent updates, and a consultative approach designed to save time and improved candidate quality in a niche market.

“Peak quickly grasped our business and brought us highly qualified candidates who fit our needs perfectly. They understood what we needed and delivered results fast. Every recommendation made sense.”



DANNY SWALLEY
**Director of Sales and
Marketing**

Peak quickly became an extension of Electrosteel's internal leadership team. Rather than relying on job postings or broad searches, Peak's outreach was specialized, focusing on candidates with adjacent industry experience and transferable technical sales skills. As new hiring needs emerged, Peak expanded the search into new regions, including Canada, without delay. Peak delivered tailored candidate shortlists with precision, finding the right candidate within the first few submissions. Peak's approach combined responsiveness, deep market understanding, and relationship-driven recruiting that aligned perfectly with Electrosteel's culture.

Results

Peak's partnership with Electrosteel produced immediate and measurable results. Within months, Electrosteel successfully hired high-performing sales professionals. Each hire fit seamlessly into the company's culture, contributed quickly to revenue growth, and strengthened Electrosteel's regional presence.

The impact was clear. Territories where Peak placed sales professionals experienced 50% year-over-year sales growth, even amid economic headwinds such as tariff challenges and an increasingly competitive import market.

Today, Electrosteel considers Peak Sales Recruiting a trusted recruiting partner that plays a vital role in its North American growth strategy.



50% year-over-year territory growth



Nationwide recruitment partnership established

Questions? Call us at [+1.800.964.0946](tel:+18009640946)