PEAK CASE STUDY: PROVANCE TECHNOLOGIES

Peak helps Provance hire a high-performing Account Executive while reducing internal hiring workload

Overview

Situation:
Provance Technologies needed to hire an experienced Account Executive to support growth in the IT service management market, but lacked internal HR resources and was spending significant time screening large volumes of unqualified applicants.

Solution:
Peak Sales Recruiting executed a targeted, high-precision search, providing comprehensive candidate vetting, professional screening, and consistent communication while refining the search requirements in real time.

Results:
Provance secured a strong hire with relevant technical and commercial aptitude while significantly reducing internal workload and accelerating the hiring process.

> **Taking the recruiting workload off our plate and putting it into professional hands was absolutely the right decision. Peak helped us hire faster, with better results.**

Greg Singleton
VP of Sales and Operations
Provance Technologies

Situation

Provance Technologies is a software company operating within the IT service management ecosystem, serving organizations that rely on enterprise SaaS solutions and Microsoft-based environments. As the company continued to expand its reach, it required an Account Executive capable of selling high-value, technical software to IT buyers across SMB and enterprise markets.

With no in-house HR function, the responsibility for recruitment fell on senior leaders. Traditional methods, including LinkedIn postings and personal networks, generated high applicant volume but low qualification levels, resulting in extensive manual screening and limited progress toward identifying suitable candidates. The combination of niche market requirements and limited internal time created a clear need for a more effective, specialized recruitment approach.

Provance sought a partner who could manage the full sourcing and vetting process, understand the nuances of selling enterprise software to IT, and provide access to qualified candidates without adding strain to the existing team.

Solution

Provance partnered with Peak Sales Recruiting to lead the search for an Account Executive with approximately five years of experience selling enterprise SaaS solutions. Peak developed a focused search strategy that incorporated the company's specific criteria, including knowledge of IT operations, familiarity with Microsoft's ecosystem, and the ability to manage technical, consultative sales cycles.

Peak managed the full sourcing and screening process, acting as an extension of the Provance team. Through detailed vetting, structured candidate conversations, and comprehensive documentation, Peak ensured that only qualified candidates reached the hiring manager. This allowed Provance to concentrate solely on evaluating the strongest profiles.

Early in the process, Peak delivered high-quality candidates. Throughout the engagement, communication was timely, clear, and thorough. Hiring leaders had continuous visibility into search progress, next steps, and candidate status. Peak also completed reference checks, further reducing the internal time burden and ensuring a consistent, structured process from start to finish.

Results

Peak's support enabled Provance Technologies to hire an Account Executive who has quickly integrated into the organization and shown strong early alignment with the team and role expectations. While the technical nature of the product requires a ramp-up period, the new hire has demonstrated the diligence, capability, and cultural fit required for long-term success.

Beyond the individual placement, Provance achieved significant operational benefits through the partnership. By outsourcing sourcing, screening, and reference checking, the company freed up internal leadership time and avoided the inefficiencies of managing large applicant pools. Peak's involvement provided structure, confidence, and professional rigor to the process.

The collaboration delivered measurable improvements in hiring efficiency, candidate quality, and overall recruitment experience. As Greg summarized, investing in professional recruitment support proved to be the right decision for a growing software company operating with minimal dedicated HR resources.

Provance continues to view Peak as a reliable partner capable of managing sales hiring with precision, speed, and thoroughness.

Hiring workload reduced

Qualified AE hired faster

Questions? Call us at +1.800.964.0946