



How Kinnek Hired Top Sales Reps 3X Faster

WayUp

KINNEK HAD 2 MAIN CHALLENGES:

- 1. Slow Hiring And Cost Overruns:** Kinnek was draining resources to fill important roles, driving up costs and hurting productivity.
- 2. Hiring The Right People:** They struggled to find candidates who were culture fits and had an aptitude for sales.

A long hiring process directly impacts our bottom line. WayUp delivered really great qualified candidates who were in training two weeks after they applied for the job.

Before WayUp, I had to screen 100 applicants to hire 3. Partnering with WayUp changed that—all the candidates they sent were qualified, so I only had to interview 8 candidates to make those same 3 hires.

– Jerry Kingkade, Kinnek,
Chief Commercial Officer

WHAT DID WAYUP DO?

- WayUp worked with Kinnek's CRO to understand their ideal candidate profile. WayUp technology then instantaneously pre-screened every applicant.
- Applicants who passed the tech review were phone screened and received soft-skills feedback within 24 hours.
- WayUp delivered only qualified, prepared candidates to Kinnek's TA team faster and more cost effectively.

IMPACTS

Kinnek filled their open roles **3X faster**.

Their entry-level Account Executives set a new standard for quality and were onboarded **2X faster**.

ABOUT  KINNEK

Kinnek is a tech company that enables small- and medium-sized businesses to discover, communicate, and manage purchases with suppliers.

WayUp enables top employers—from startups to Fortune 500s—to attract and hire diverse early-career talent. **WayUp Source, Screen & Coach** pre-screens every application instantaneously and ensures all qualified applicants receive a phone screen and soft-skills feedback within 24 hours, driving 2X faster hiring while cutting cost-per-hire in half.

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