



## **A PROFITABLE PARTNERSHIP**

**HOW A SMALL STAFFING FIRM  
GENERATED \$300K IN INCREMENTAL  
PASSIVE INCOME**

In the ever-evolving world of business, partnerships can be a driving force behind success. This case study explores the remarkable partnership between PeopleCaddie and a small tech staffing firm, which has not only resulted in substantial financial gains but has also strengthened its relationship with its largest customer. Since 2019, this collaboration has generated an impressive \$300,000 in commission.

## BACKGROUND

PeopleCaddie was introduced to a tech staffing firm looking to expand its service offering and stay competitive with one of its largest customers. Their client, a facility management solution provider, was looking to hire more employees but wanted to hire on contract. The staffing firm which focused on placing permanent candidates exclusively in technology roles, joined PeopleCaddie's Partner Program to access their contract staffing as a service (CSaaS). This allowed them to capture and service contract roles which up until this point, fell beyond their own perm staffing services. They soon realized the potential to expand their partnership into new teams, generating incremental revenue by broadening the scope of their services with little effort on their part.

## THE PARTNERSHIP UNVEILED

Introducing PeopleCaddie and CSaaS was a key turning point for the tech staffing firm. This introduction was a strategic move that opened doors to the full range of contract job placements within the organization and immediately drove incremental, passive, income.







## MUTUAL BENEFIT

The partnership has resulted in substantial financial gains for both parties while allowing them to maintain their focus on their core business activities – contract staffing for PeopleCaddie and perm hires for the tech staffing firm.



### Revenue Generation:

The introduction of PeopleCaddie to the largest customer led to hundreds of contract job placements, resulting in significant commissions for both companies. This collaboration alone has contributed to \$300,000 in commission for the tech staffing firm since it started in 2019.



### Expanded Opportunities:

Beyond contract placements, the partnership has evolved to encompass permanent roles across different departments within the customer's organization. This expansion has created a reciprocal relationship where PeopleCaddie refers perm roles to the tech staffing firm, further enhancing their revenue stream.

"PeopleCaddie has been a trusted and reliable partner and has only enhanced my relationship with this client. This partnership has not only been profitable but also a strategic differentiator, enabling us to diversify our revenue stream regardless of the hiring market."

# CONCLUSION

The PeopleCaddie Partner Program exemplifies how a strategic collaboration can result in substantial financial gains and a stronger client relationship. By introducing PeopleCaddie to its largest customer and expanding its services, this Partner not only unlocked a new revenue stream but also reinforced their reputation for quality placements. The PeopleCaddie Partner Program demonstrates the potential for growth and success when two companies come together with a shared vision and complementary strengths.

**Interested in becoming a partner? Go to [partnernetwork.peoplecaddie.com](http://partnernetwork.peoplecaddie.com) to learn more.**