

FROM PROFESSIONAL VOLLEYBALL TO SALES - JORI MANTHA'S STORY

Today's internal recruiting teams are doing more than ever – building talent funnels, aligning with hiring managers, and protecting culture through every new hire. We're not here to replace that.

We're here to **strengthen it**.

By working alongside internal teams, we help ensure they're seeing candidates who are not only aligned with the role – but ready to perform in it. Our goal is simple: **put exceptional, sales-ready candidates in front of hiring managers**, so they can make confident, high-quality decisions.

That's exactly what happened in this case – a company had reviewed over **800+ applicants**, brought **12** into interviews with their executive team, and still hadn't found the right fit. Then came Jori Mantha.

The Transition Challenge

After retiring from professional volleyball in Europe, Jori returned to Canada ready for a new challenge. He was drawn to tech sales – but like many former athletes, he lacked corporate experience and didn't know where to start. What he did have was raw potential: **coachability, competitiveness, and the ability to thrive under pressure**.

But potential alone doesn't earn a job offer. That's where we came in.

Our Approach: Sales-Ready from Day One

We worked with Jori to build not just his confidence – but his capabilities. Our focus was to ensure he'd walk into any interview and immediately be seen as a **qualified, prepared, and high-upside candidate**.

Our coaching covered:

- **Storytelling:** Translating athletic experience into business value
- **Sales Skills:** Cold outreach, cadences, objection handling, call structure, qualifying
- **Interview Readiness:** Roleplaying, buyer-focused questioning, ICP research, narrative building

"Through Athlete for Hire, I learned the importance of researching who I'm speaking to, and how to leverage preparation in conversation – which I now use every day in sales."

-Jori

The Outcome

Where hundreds of other candidates had fallen short — Jori stood out immediately by demonstrating:

- A **custom outbound strategy** with personas, messaging, and cadence design
- Strong grasp of the **day-to-day realities** of a BDR role
- Confident communication and **well-researched, thoughtful questions**

As one team member noted: *"It wasn't just that he interviewed well. He clearly understood the role — and was already acting like someone in it."*

Jori's Early Impact

Within his first month on the job, Jori:

- Was already **customer-facing**, running qualified meetings
- **Represented the company at tradeshow**s
- Integrated quickly with the team and company culture

"I decided to give sales a shot because it mirrors the mindset I've lived with for years. There's pressure, performance, constant growth — and you get out what you put in."

-Jori

Interested in Strengthening Your Hiring Funnel?

If you're hiring for go-to-market roles, we'd love to introduce you to fully prepared, sales-ready candidates like Jori. No disruption to your process — just quality talent, ready to make an impact.

