

INTERVIEW VALET

CASE STUDY: CONSULTANT

KEVIN MONAGHAN

FOUNDER/DIRECTOR OF INTUITIVE COMPENSATION GROUP

Kevin Monaghan is the Founder and Director of Intuitive Compensation Group, working with business owners recognize and develop their All-Star employee who is key to running the organization, improves the bottom line, and would be extremely important to a buyer if they were to sell.

GOAL

Kevin partnered with Interview Valet to book speaking engagements alongside the podcast appearances, and get national attention and clients for Intuitive Compensation Group. He wanted to reach small business owners with a partner or partner candidate (son, daughter, up and coming employee). Ideal listeners would be small law firms, CPAs, engineering firms and dentists.

RESULTS

Over the course of 10 months, Kevin tracked two speaking engagements directly to his podcast interviews. In addition, his company has opened 13 cases (those are large clients) from interviews. As the lifecycle is typically 18 months, these clients have long term value.

Thanks to consistent interviews and storytelling, Kevin says he has honed Intuitive Compensation Group's message and gained national exposure.

Intuitive Compensation Group
Retain | Inspire | Reward



Podcasts interviews are Incredibly productive to our national podcast efforts. The culture of Interview Valet fits in with ours, so they have always added to the excitement of every day.

Kevin Monaghan, Founder/Director of Intuitive Compensation Group