One Empty Chair. Zero Room for Error.

How Christian Brothers Automotive transformed a new-hire challenge into a top-tier recruiter – with ROS®

THE CHALLENGE

A Team That Wins — Until It Doesn't Have the People to Do It

For three straight years, Christian Brothers Automotive's Franchise Development team hit its annual goals. Two recruiters, a manager, and an appointment setter/coordinator — a lean, proven engine that knew exactly how to find the right franchisees.

Then one of those recruiters left to chase a different dream in another department. Suddenly, a team built for four was running on three, with a full-year goal that didn't get any smaller.

Here's what every franchise brand knows in its gut: a new recruiter isn't a plug-and-play fix. There's a brand to learn, a process to master, relationships to build — and a clock that doesn't stop ticking. CBA needed a new recruiter to get good, fast. They hired Adam. Now the pressure was on to get him up to speed before the 2026 goal slipped out of reach.

THE SOLUTION

Don't Rebuild the Wheel — Plug Into One That Already Works

CBA's manager didn't wait to see how the gap would play out. The moment Adam was hired, the call went straight to ROS®.

Adam was immersed in the full ROS® onboarding experience from day one:

- Learn and follow the ROS® 8-Step process.
- 1:1 sessions with the ROS® Onboarding Team to build a real foundation, not just a checklist.
- Recruiter Huddles, where Adam traded notes and real-world tactics with recruiters from other brands — instant peer support most new hires wait months to find.
- ROS Academy™ training to fast-track the skills that normally take a full sales cycle to earn the hard way.
- An Executive Report for CBA's manager — giving leadership a clear, real-time read on exactly how Adam was performing, where he was strong, and where to coach next.

But access to the system was only half the equation. Adam did the work of learning it. He didn't treat the ROS® process as a reference to glance at when stuck; he followed it call after call, using it to structure every conversation from the first hello to the close. That meant leaning on the process to uncover a candidate's real motivations, walk through CBA's specific criteria methodically instead of improvising, and know exactly which question came next instead of relying on instinct alone. The more Adam followed the roadmap, the more natural it became — turning a brand-new recruiter into someone who sounded, and performed, like a seasoned one.

The result: no guesswork, no black box. Adam got a structured runway to speed. CBA's manager got visibility instead of crossed fingers.

And this wasn't ROS®'s first rodeo with CBA: Christian Brothers Automotive is one of ROS®'s longest-standing Brand Partners, and Adam's ramp-up echoes a story ROS® has helped CBA write before. A few years earlier, fellow CBA recruiter Dan Brass leaned on that same ROS® roadmap to find his footing in an entirely new field — and the results spoke for themselves: he was taking calls within months, had a candidate at Discovery Day in under 60 days, and went on to recruit ten new franchisees in his first eight months. Adam's story isn't a fluke; it's a pattern. When a CBA recruiter commits to the ROS® process, CBA's pipeline stays strong.

THE OUTCOME

From New Hire to Top Performer — On a Timeline Nobody Expected

The ramp-up didn't just meet expectations — it rewrote them. And for a brand where Discovery Day invitations are earned, not handed out, this timeline hits differently.

- Month 2 (February): Adam was already on the phones, having real conversations with real candidates.
- Month 4 (April): He put his first family in front of Discovery Day. CBA doesn't invite just anyone. Every candidate has to meet specific criteria before the Franchise Development team will bring them in, because Discovery Day is reserved for people they genuinely believe can become CBA franchisees.
- Month 5 (May): Adam's first signed franchise agreement, just five months after walking in the door.

That first signing wasn't a one-off. It was a preview.

5 SIGNINGS	75 days	TOP-TIER
families converted into CBA franchisees, YTD through Aug, 2026	Median days from Initial conversation to signing	one of the most effective recruiters across the entire ROS Community™

Year-to-date through August 2026, Adam has converted 5 families into CBA franchisees.

Even more impressive, his median from Step 1 to Signing is just 75 days, one of the fastest recruitment cycles in the entire ROS Community™. Adam has quickly established himself as one of the community's top-performing recruiters, not just among new hires.

Today, CBA's pipeline is healthy, and the forecast points to one thing: they're on track to hit their 2026 goal — the same goal that looked shaky the day a recruiter walked out the door.

> ***"ROS® didn't just onboard Adam, it made sure our pipeline never missed a beat."***
>
> — Michael Rodriguez, Director of Franchise Development, Christian Brothers Automotive

> ***"We've had a handful of new recruiters join the team over the past few years, every single one of them new to franchise development and sales. ROS is a proven framework that we give our recruiters day one so they understand clearly what wins and losses look like and have a guide on how to execute within each step with excellence."***
>
> — Brad Fink, Chief Growth Officer, Christian Brothers Automotive

THE ROS® TAKEAWAY

When a recruiter moves on to their next chapter, your pipeline shouldn't have to start over. That's what ROS® is built for.

Ready to Turn Your Next Staffing Gap Into Your Next Growth Story?

Discover how ROS® can onboard, support, and accelerate your recruiters — so one open seat never puts your goal at risk. **www.recruitwithros.com/info@recruitwithros.com**