



How to Hire a General Manager or Executive Leader

A step-by-step guide for small business owners ready to step back

By Joe Steigman | Business Sales, Valuations, and Leadership Recruitment

Stuck in the Day-to-Day?

- You're working nights, weekends, and answering every call
- You've built something valuable—but it can't grow without help
- A strong second-in-command can change your life

Hiring the right GM is the difference between burnout and freedom.





A Bad Hire Costs More Than Money



Wasted Time

Months lost in training and managing the wrong person, then starting over



Team Confusion

Staff turnover and morale issues from inconsistent direction



Slower Growth

Opportunities missed while your business stagnates under poor leadership



Missed Opportunities

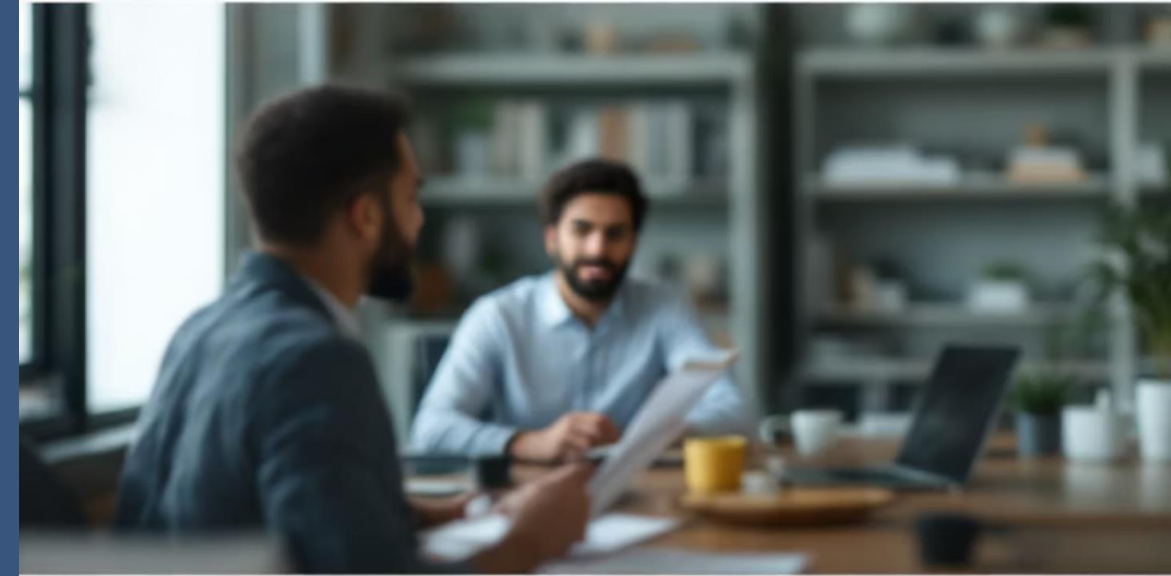
Competition advances while you're fixing internal problems

You only want to do this once—and you want to get it right.

There's No One-Size-Fits-All

- Do they need to lead people or manage process? Different GMs excel at different aspects of the business.
- Are you hands-off or collaborative? Your working style must match with theirs for long-term success.
- Do they need certifications? Sales skills? Industry expertise? Specific qualifications vary by business.

Start with clarity—or you'll end up rehiring.





We Handle the Work—You Hire With Confidence

Job Description + Assessment (Week 1)

We interview you and build a comprehensive role profile that captures exactly what you need



Listing + Screening (Week 2–3)

Taylor runs sourcing, assessments, and first interviews to identify top candidates

Owner Interviews (Week 4)

You meet only 3–5 pre-vetted candidates with detailed bios and assessment results



Decision + Hire (Week 5–6)

We support your final decision and offer, handling negotiations and onboarding details

Designed to be low lift for you—and done in 4–6 weeks.

Your Time Back. Better Candidates. No Guesswork.



- Assessments tailored to your business that identify candidates who can actually deliver results
- Candidates who think like owners and understand the unique challenges of small businesses
- Only meet top-tier, qualified leaders who have been thoroughly vetted
- Experience across desk jobs *and* dirty jobs in multiple industries and settings

"We only get paid when you hire—so we're aligned with your success."



Simple, Aligned Pricing

\$2,500

Setup Fee

One-time payment to begin the search process

10%

Success Fee

Percentage of total direct compensation (base + expected bonus)

Example: If your offer is \$80K + \$20K bonus, total fee is \$10K

You know exactly what you'll pay—and what you'll get.



Ready to Step Back From the Business?

Let's have a confidential conversation about what your business needs in a leader. You don't have to do this alone.

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