



# ENTERPRISE SALES AT THE SPEED OF PERFORMANCE

DIRECT SALES AND OMNI-CHANNEL STRATEGIES FOR HYPER-GROWTH BRANDS



# A NEXT-GEN GROWTH AGENCY

We're the growth agency that uses direct sales strategies to move you past yesterday's stale playbook.

# A PARADIGM SHIFT IN NORMAL.

PERFORMANCE.  
PARTNERSHIP.  
POWER TO SCALE.

We are a next-gen growth agency that scales customer acquisition for enterprise brands.

Through high-performance sales teams, agile field operations, and human-first, data-driven strategies, we are resetting what normal looks like.

Since 2021, we've helped enterprise brands generate over \$500 million in new B2C revenue, while simultaneously improving their brand metrics. We're fast, scalable, and nimble—with a level of dependability that's rare in the direct sales world. We outperform our competitors by a factor of four and we're getting sharper every day.



AN ECOSYSTEM WHERE BUSINESS & PEOPLE GROW.

WIN

We deliver high-performance B2C and B2B sales campaigns across North America. Our proprietary model prepares young people for a high-performance sales career. We invest in their training and incubate them through their development. When ready, they are assigned to an in-field sales team and mentored into hitting their full earning potential.

WIN

Enterprise clients benefit from a continual supply of high-performing and highly motivated direct sales professionals, actively managed and closely measured in the field. The result? A paradigm shift in what normal looks like.

# DIRECT SALES IS NOT A DIRTY WORD.

## BUSINESS GROWTH

For many enterprises, direct sales is still associated with fly-by-night vendors, unethical tactics, aggressive selling, and short-term gains that compromise brand trust. These channels are often unpredictable, unscalable, and brand damaging. They suffer high employee turnover which disables them from offering a stable presence in the marketplace. They require a lot of management and represent risk, and they rarely perform well.

We exist to change that perception and prove that direct selling is legitimate by offering tangible business value and competitive advantages. Our enterprise-ready sales programs offer disciplined execution, ethical performance, and industry leading levels of net new revenue generating performance—while building your brand equity.

For our clients, we are a secret weapon. We sell 400% more than our nearest competitor and our average order value is 44% higher than other sales channels. We're field-tested, data-driven, performance oriented and ready to grow business.





# A TRAINING GROUND FOR WINNERS

## PERSONAL GROWTH

For employees, the workplace can be a daunting prospect. We're witnessing an entire generation of young people being sold short, often let down by traditional institutions that fail to motivate and prepare them for the commercial world. At the same time, they're let down by a culture that values entertainment, gratification and stimulation over productivity and purpose. As a result, they enter adulthood unprepared.

Our response is to help young people learn the emotional, intellectual, professional and often philosophical tools they need to win at life, and to convert entry level positions into real world apprenticeships that have lasting career value. Paid employment is supplemented with structured learning, mentorship and a clear path to leadership—and it all occurs within a like-minded peer group with big ambitions.

For our team members, we're a springboard to prosperity. We are a movement of young people dedicated to personal growth. The unbeatables with a bright new future.



# EXPECT MORE. UNPRECEDENTED GROWTH.

## FOR CLIENTS

**ELITE TRAINING** that develops the whole-person, not just the sales-person. Our workforce receives full-spectrum support that equips them to perform well in all areas of life. Our sales teams have become a movement in the industry.

**GAMIFICATION** that drives extraordinary levels of performance and makes work enjoyable. Each sales representative averages over \$2 million in annual lifetime value sales. They are motivated, and are equipped with the hard and soft skills to be truly unbeatable.

**REAL-TIME DATA INSIGHTS** that inform action and improve conversions. We measure everything we do. Experimentation and analysis provide incremental gains every day. We share both qualitative and quantitative data with our clients to enhance performance.

**UNBREAKABLE INTEGRITY** that creates durable relationships and builds brands. If sales come at the cost of brand, it's a losing game. We understand that people don't just buy products and services—they buy feelings and experiences.

**TRUE PARTNERSHIP** We co-design territory strategy, offers, positioning, marketing communications and campaign execution in collaboration with clients—based on real-world data and real-time feedback, not top-down assumptions.



CUSTOMER SUCCESS: PROOF IN PERFORMANCE

# TURNING SPEED INTO SCALE







“YESA HAS BUILT THE MOST  
RELIABLE AND CONSISTENT  
DIRECT SALES CHANNEL WE’VE  
EVER WORKED WITH. EIGHT  
YEARS IN, AND THEY’RE STILL  
OUTPERFORMING TARGETS.”

Peter Nolan – Cogeco

#### OVERVIEW

Faced with aggressive growth targets, a highly competitive market, and limited internal capacity, Cogeco, a major Canadian telecom company, partnered with Yesa to build its direct sales channel and boost sales. They chose Yesa because of our ability to scale quickly, outperform traditional channels, and protect brand integrity at every touchpoint.

#### THE CHALLENGE

In a highly competitive market, the client needed a sales partner who could deliver consistent, scalable performance—without the volatility, short-term mindset, or brand risk often associated with direct sales vendors.

#### THE SOLUTION

Cogeco partnered with YESA to build a sustainable, high-performing D2D channel that combined experienced reps, long-term retention, and a flat-fee model that streamlined administration and reduced internal lift. YESA reps were not only trained to deliver results—they became brand ambassadors who helped shape market messaging and provide credible, real-time customer insights.

#### RESULTS

Over eight years, YESA has become one of the client’s most trusted and efficient acquisition channels—outperforming other vendors, protecting territory integrity, and consistently improving year-over-year conversion rates. The team’s deep product knowledge, low turnover, and collaboration-first culture continue to generate growth and long-term value.



#### OVERVIEW

Canada First is a startup that launched in October 2024 in response to the escalating number of home invasions occurring across Eastern Canada. This home fortification business is experiencing a hypergrowth phase and is on track to outperform its stretch targets in year one. They needed a partner who could scale fast, act local, and deliver real results—without sacrificing trust. That's why they chose Yesa.

#### RESULTS

- > \$2.4M total sales in 7 months
- > 821 sales orders
- > \$2900 average revenue per sale
- > Zero to 14 trucks in 8 months

“WE ARE DOUBLING OUR TEAM  
AND CAPACITY EVERY QUARTER  
AS A RESULT OF THE EFFORTS  
OF THE YESA TEAM.  
WE NEVER ANTICIPATED THIS  
RATE OF GROWTH.”

Rafferty Pendery – Canada First



“YESA HAS CONSISTENTLY DELIVERED  
HIGH-PERFORMANCE RESULTS, EXCEEDED  
EXPECTATIONS, AND REPRESENTED  
OUR BRAND WITH EXCELLENCE—  
MAKING THEM OUR MOST SUCCESSFUL  
INTERNATIONAL PARTNER TO DATE.”

Jarrod Glandt – Grant Cardone

#### OVERVIEW

Grant Cardone had a mission to expand their brand and customer presence globally and needed international ambassadors and franchise partners to grow and expand their customer base and services they provide. They chose to work with YESA to lead the Canadian market because of our commitment, work ethic and expertise in the field of sales and management.

#### THE CHALLENGE

When Grant Cardone set out to expand globally, the Canadian market posed a unique hurdle: the brand was virtually unknown, and success would require more than sales—it demanded cultural fluency, market insight, and relentless execution. They needed a partner who could not only sell but represent the brand with integrity, build trust from scratch, and deliver repeatable results.

#### THE SOLUTION

YESA was selected to lead the Canadian expansion. Our task: build a world-class sales and delivery team capable of selling Cardone’s services to SMBs across the country—while paying royalties and upholding brand excellence. We modelled the Canadian franchise after Grant’s elite Miami HQ team and developed proprietary systems to train, track, and scale performance. No paid media. No flashy ads. Just discipline, cold calls, and consistent follow-up.

#### RESULTS

- Over six years, YESA became Cardone’s most successful international partner.
- \$20M+ in sales
- 500+ corporate clients served
- 10,000+ reps trained in 20 industries
- 1.6M+ training modules completed
- Clients saw an average sales increase of 46%
- 91% average team engagement rate
- 56% renewal rate on extended contracts



FOR EMPLOYEES

**YESA IS WHERE  
PEOPLE COME TO  
GROW. THEY LEAVE  
READY TO LEAD IN  
WORK, BUSINESS,  
AND LIFE.**



FOR EMPLOYEES

# A PLATFORM FOR GROWTH. A PATH TO LEADERSHIP.

We offer way more than a regular job—we provide an environment where people can grow personally and professionally. We offer structured development, mentorship, and real-world experience. And it works.

Our internal training system, the School of the 1%, is designed to cultivate performance-driven individuals with the discipline, mindset, and leadership habits required to succeed—in both work and life.

Every team member is supported by mentors who have advanced through the same journey. From day 1, they receive the coaching and feedback needed to navigate challenges, develop their skillset, and accelerate their trajectory.

Progress at YESA is earned—not granted. Advancement is based on merit, ethics, and execution, ensuring that each leader rises through demonstrated performance rather than tenure alone.



**CULTURE OF ACCOUNTABILITY AND BELONGING.** Performance is personal—but never isolated. We foster a team-driven culture where expectations are high, feedback is constant, and growth is the collective goal. Team members work alongside like-minded peers in a competitive yet supportive environment built on shared ambition.

**LEARNING BY DOING.** Our people don't just absorb information—they apply it. Every day in the field is a real-time classroom, where reps practise leadership, sharpen communication, and build the kind of resilience that can't be taught in theory.

**FROM POTENTIAL TO PROFESSION.** Many of our most successful team members started with no formal experience—but brought one thing we can't teach: drive. We provide the structure, mentorship, and opportunity to turn that raw ambition into real leadership.



# WE ARE THE UNBEATABLES

We provide structure, discipline, vision, mentorship and purpose to people with winning traits, regardless of their educational background. We provide them with truth, community, and equip them with the tools they need to command a meaningful life and become a captain of industry.





## ZIAD H

Sales Director

Time at Yesa:	2 years
Superpower:	The Cleaner: Relentless, focused, built to pull greatness out of everyone.
Avg. Earnings:	\$240,000 per annum
Promotion Record:	3 levels in 24 months
Client Revenue:	\$2.8M in closed sales

## BENEEL J

Sales Manager

Time at Yesa:	2 years
Superpower:	Silver Tongued: Clever, persuasive, witty & unforgettable.
Avg. Earnings:	\$130,000 per annum
Promotion Record:	Manager within 4 months
Client Revenue:	N/A

## PARSA J

Training Manager

Time at Yesa:	3 years
Superpower:	Heart & Hustle: Leads with loyalty and purpose, always growing.
Avg. Earnings:	\$180,000 per annum
Promotion Record:	Promoted in first 3 months
Client Revenue:	\$3.8M in closed sales

## KEVIN M

Training Manager

Time at Yesa:	1.5 years
Superpower:	Relentless: Positive under pressure, built to bounce back and close hard.
Avg. Earnings:	\$220,000 per annum
Promotion Record:	Promoted to manager in 6 months
Client Revenue:	N/A

## ALEN S

Junior Sales Manager

Time at Yesa:	10 months
Superpower:	Social IQ: Knows the vibe, adapts fast, and always makes the customer feel seen.
Avg. Earnings:	\$120,000 per annum
Promotion Record:	Promoted to manager in 10 months
Client Revenue:	\$1.1M in closed sales

## JORDIN P

Sales Manager

Time at Yesa:	11 months
Superpower:	Ease Maker: Lowers resistance, earns trust, and helps customers feel comfortable.
Avg. Earnings:	\$175,000 per annum
Promotion Record:	Promoted to manager in 4 months
Client Revenue:	\$1.2M in closed sales



## ABOUT YESA

# BUILT TO SCALE, PROVEN TO WIN.

YESA began in 2017 as a founder-led initiative launched from a one-bedroom condo in Port Moody, British Columbia. What started as a lean operation selling a sales training platform and consulting for a national direct sales organization quickly proved its value—closing \$2.6 million in contract revenue within the first year.

From day one, the goal was clear: to build elite direct sales teams from the ground up—teams that not only perform, but also elevate the standard for professionalism, training, and brand representation in the field.

Today, that same entrepreneurial DNA drives our national operations. We've helped enterprise brands generate over \$500 million in new B2C revenue by transforming untapped talent into high-performing sales professionals—and by bringing new rigour, transparency, and measurability to a traditionally inconsistent channel.

While our model has evolved, our ethos remains unchanged: move with intent, lead with purpose, and deliver outcomes that matter.

## 2025

### FULL-STACK SALES ENGINE

Today, we deliver multi-channel enterprise sales execution across field sales, phone, email, and SMS—turning customer conversations into real, reliable revenue.

## 2024

### BUILT FOR ENTERPRISE

Scaled our executive leadership, finance, and operations teams—preparing YESA for expansion into new North American markets.

## 2023

### STREAMLINING FOR GROWTH

Exited the consulting division and relocated HQ from BC to Ontario—positioning YESA for national scalability.

## 2022

### EXPANDING THE PLAYBOOK

Refined our model with **gamification**, live feedback loops, and data analytics—transforming sales into a measurable, adaptive system.

## 2020

### RESILIENCE IN ACTION

Navigated four pandemic lockdowns, pivoted to call center operations, doubled down on training programs, and emerged stronger than ever. Leadership, loyalty, and adaptability redefined.

## 2019

**MAJOR WIN** Secured our first enterprise client through full contract ownership—turning speed, grit, and execution into national results.

## 2018

**GAINING GROUND** Expanded into new territories, built regional teams, and sharpened our conversion strategy.

## 2017

**2017 – KICKOFF** YESA hits the field—combining high-energy cold calling sales with a next-generation training and consulting division. First-year results: **\$2.6M in revenue.**



OUR LEADERS

# PERFORMANCE STARTS AT THE TOP





## CORRIE ELIEFF

*Chairman*

As Chairman of YESA, Corrie drives the company's competitive edge, culture, and expansion across North America. He leads with velocity—and expects the same from every team under the YESA banner.

With over 17 years in direct sales and 7,500+ salespeople trained, Corrie built the #1 telecom field sales force in Canada, leading a 250-person team that drove \$100M in contract value in under five years.

Known for his “coach-on-the-field” leadership style, he's turned around underperforming teams, built national campaigns from scratch, and was the youngest executive ever appointed at Leducor, a \$4B organization.

His philosophy? You don't wait for momentum. You create it. Daily.



## KYLE ZELAZNY

*COO / CFO*

As COO and CFO of YESA, Kyle leads the systems, logistics, and backend engine that powers YESA's national scale. He's the strategist behind the scenes—turning complexity into momentum.

With over a decade in telecom and direct sales operations, Kyle has coordinated performance across 250+ reps and five sales channels for TELUS, including door-to-door, B2B, call centre, MDU, and events. He's been trusted by senior executives at TELUS and Leducor to find efficiencies across the full stack—from network builds to customer installs.

Known for his relentless attention to detail and obsession with process, Kyle started knocking on doors at age 9, launched and exited his first company at 19, and has been optimizing growth ever since.

His philosophy? If it doesn't scale clean—it doesn't scale at all.



## RAFFERTY PENDERY

*CEO*

As YESA's CEO, Rafferty leads scalable operations, enterprise focus, and high-growth decision-making. He transforms vision into execution across markets and platforms. Bootstrapping his first tech company at 18, he's since built and exited multiple 8-figure SaaS ventures. Renowned for systems thinking and strategic leverage, he has trained over 100,000 executives and founders in growth strategy, ERP, and team design. His impact spans industries, from Fortune 500 companies to NASA.



## CHRISTA LITTLECHILD

*President*

As President at YESA, Christa leads culture, onboarding, and development to keep the team aligned, accountable, and growth-ready. She's the architect of how people show up—and level up. With a counselling background and 1,000+ coaching hours, Christa brings emotional intelligence and clarity to team performance. She previously managed 100+ clients at Grant Cardone University, generating hundreds of thousands in contract value through performance-based re-signs and upsells.



## MATT ELIEFF

*CMO*

As CMO and partner at YESA, Matt brings the brand to life across digital campaigns and frontline messaging. He merges hands-on sales expertise with data-driven strategy to build scalable systems and high-converting stories. With over a decade in retail, B2B, and door-to-door sales, he's led multi-million dollar accounts and international teams. Matt previously managed a \$15M portfolio in sports nutrition and has built brands delivering 137% ROI and 4.7x ROAS over two years.



# IT ALWAYS SEEMS IMPOSSIBLE UNTIL IT'S DONE

Whether you're looking to scale your customer acquisition, sharpen your strategy, or build a career that pushes you to your highest potential—YESA is built for people and brands that want to win.

2139 Wyecroft Rd  
Oakville, ON L6L 5L7

T +1.905.234.2772  
E [contact@yesa.ca](mailto:contact@yesa.ca)

[yesa.ca](http://yesa.ca)

 [@yesa.inc](https://www.instagram.com/yesa.inc)

 [@yesa.inc](https://www.tiktok.com/@yesa.inc)

 [@yesa\\_inc](https://www.youtube.com/yesa_inc)

 [@yesa.inc](https://www.facebook.com/yesa.inc)

 [@yesa](https://www.linkedin.com/company/yesa)

