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ACTION LOGISTIX

JOSH BROWELL/BARBARA BARTELSMEYER

Industry: Staffing

Website: actionlogistix.com

The business began in 2018 when Browell, a veteran of the staffing industry, teamed up with his family to create the business. Action Logistix is a warehouse staffing organization that serves the greater Saint Louis area. The company now has three offices throughout the area.

What have been the keys to success for the business?

Browell: We have grown very quickly. The biggest reason is the team we have put together. Our employees care about our customers, and they are working hard to meet the staffing needs of our clients.

Bartelsmeyer: We knew we needed to build a strong foundation from the beginning. We created processes and procedures so people could step into specific roles in a business, and we wouldn't miss a beat for our customers. We knew we needed a system that was documented and reduced errors. We also knew we needed to choose the right partners to help us. We picked a great accountant partner, great computer IT organization, and a great website developer and marketing partner.

What is your best advice for other business owners to find success in business?

Bartelsmeyer: It starts with treating your people with respect. Be flexible, firm, direct, and honest. Building processes and procedures is also important.

Browell: From a business standpoint, you need to do what you do well. I knew my strengths were sales and working with customers. I knew my strength was not in operations. One of the key hires we made was on the op-



erations and process side. That decision allows me to focus on my strength in sales.

How do you differentiate your business from others in your industry?

Browell: In the staffing world, most staffing companies are one-stop shops. They provide services for office, warehousing, clerical, IT, etc. It's hard to be a good recruiter when you are shopping for six different industries. We felt the logistics industry was being left out. We decided to focus exclusively on the logistics industry, meaning warehousing and manufacturing. That's our niche. We fill unskilled labor, skilled positions, forklift positions, and machine operator positions. What makes us different, along with focusing on that one industry, is that we require testing for all potential employees before they go to work. We want to find a higher level of candidates with better attention to detail. For our customers, that process improves the productivity of employees and lowers turnover rates because we are identifying employees with experience.