

# BETTS RECRUITING CASE STUDY

## SALES SEARCH



BetterWorks provides enterprise software to easily manage collaborative goals and lightweight performance conversations for high-performing companies to align and engage their teams. Since 2013, BetterWorks has raised \$35M in funding and quickly partnered with major clients such as AOL, Schneider Electric, Sony Music, and GoPro.

### THE NEED

**New York Sales Team** — Experienced enterprise sales reps and customer success managers who consistently exceed quotas and are hungry to grow the New York office from the ground up.

### THE CHALLENGE

**BetterWorks needed top talent on a fast timeline**

- Wanted high-potential individuals who were also mission-driven culture fits
- Situated in a hyper-competitive market and potentially losing talent to larger companies

### THE SOLUTION

**After Partnering with Betts Recruiting**

- Started interviewing high-quality candidates within one week of partnership
- Accessed the same top talent larger companies were pursuing because of expanded network

**WITH BETTS RECRUITING, BETTERWORKS HIRED 8 NEW SALES EMPLOYEES**



- 4** Enterprise Account Executives
- 3** Sales Development Representatives
- 1** Customer Success Manager



*“Betts Recruiting introduced us to high-performing salespeople who also believed in the BetterWorks mission. Betts’ sense of urgency in moving the process along, and their expertise in the New York job market was effective in helping us grow our sales team with the right people. I would absolutely recommend Betts Recruiting to anyone looking for a top-tier recruiting partner.”*

- **Omar Divina**, Head of NYC at BetterWorks

