

# BETTS RECRUITING CASE STUDY

## SALES SEARCH



EAT Club is a food technology company allowing offices to order and get food delivered from local restaurants via the web or mobile devices. After receiving \$10M in Series B funding, the company was expanding rapidly. EAT Club needed to hire a team of Account Executives and Sales Development Representatives quickly to match their company's new growth.

### THE NEED

**Sales Development Representatives** with a year of professional experience and high intelligence.

**Account Executives** with one year of B2B closing experience, six months of proven success meeting quotas. Looking for candidates who are driven, motivated, and hungry.

### THE CHALLENGE

*Before Betts, EAT Club was looking for consistent volume of quality candidates*

- Needed a consultative partner during their ongoing search
- Looking to quickly hire a large quantity of sales people

### THE SOLUTION

*After Partnering with Betts Recruiting*

- Substantially cut down interview time by bringing in qualified and vetted candidates
- Achieved an average time-to-hire of two and half weeks
- Hired 75% of their sales team with Betts Recruiting

**WITH BETTS RECRUITING, EAT CLUB HIRED 30 ACCOUNT EXECUTIVES AND SALES DEVELOPMENT REPRESENTATIVES**



*"I work with Betts for their superior business model. My account manager works with me every step of the way and will only set up a candidate if it is a good fit for both parties. They don't try to close every candidate at all costs and they are not a resume farm. You will not regret fostering this relationship."*

*- Dan Duong, Sales Director at EAT Club*