

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