

# BETTS RECRUITING CASE STUDY

## STRATEGIC SEARCH



**PROSPERWORKS**

ProsperWorks Inc. is a cloud-based, cross-platform CRM that seamlessly integrates with Gmail, Google Drive, and all of the Google Apps suite. After receiving \$7.5 million in Series A funding, ProsperWorks was expanding rapidly. The company needed to quickly hire a Sales Engineer who could help the sales team educate customers about their product and its specifications.

### **THE NEED**

**Sales Engineer** with at least four years of experience working with sales and sales support for a software company. Looking for a candidate who is skilled with testing, workflows, and data mapping tools and procedures.

### **THE CHALLENGE**

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

- Looking for a partner to source qualified candidates from a broader pool
- Looking to hire for a highly competitive and highly specialized position

### **THE SOLUTION**

*After Partnering with Betts Recruiting*

- Identified and established the requirements needed to find the ideal candidate
- Reviewed only six potential candidates, ultimately interviewing only four prospects
- Found their Sales Engineering hire in just three weeks

## **WITH BETTS RECRUITING, PROSPERWORKS HIRED THEIR SALES ENGINEER IN ONLY THREE WEEKS**



*“Betts Recruiting was able to deliver sales engineers quickly without sacrificing quality. The Betts team helped us identify the ideal profile for the position we needed and was able to meet our expectations. The entire process was transparent, constructive, and efficient. With Betts, we were able to hire the right employee for a strategic role.”*

*- Bret Knoblauch, VP of Sales at ProsperWorks Inc.*

