

# BETTS RECRUITING CASE STUDY

## SALES SEARCH



Grovo is a next-generation learning solution that combines beautiful technology, content, and hands-on support for a better way to learn at work. From onboarding to leadership training, Grovo teaches everything today's employees need through 60-second microlearning videos.

### THE NEED

**Expansive Sales Team** comprised of unique personalities that fit Grovo's culture with specific sales and technical skills.

### THE CHALLENGE

**Before Betts, Grovo had no defined hiring process**

- Needed to quickly hire sales people and build recruitment process from scratch
- Lacked proven methods for identifying unique culture fits
- Spent too much time sourcing candidates which delayed go-to-market strategy

### THE SOLUTION

**After Partnering with Betts Recruiting**

- Developed a customized, scalable, and efficient hiring process to find ideal employees
- Maintained unique identity and brought on both entry level and leadership employees
- Hired for positions including Customer Success, Account Management, Sales, Marketing, and Enterprise Sales

## WITH BETTS RECRUITING, GROVO HIRED 40 UNIQUE EMPLOYEES



*"Betts Recruiting is an innovative, top-tier recruiting firm that knows its space and industry. They were invested in the Grovo relationship from the beginning and maintained helpful transparency throughout the entire hiring process."*

*- Jeff Fernandez, Co-Founder and CEO of Grovo*