

BETTS RECRUITING CASE STUDY

SALES SEARCH

panjiva

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Panjiva is a proprietary SaaS database that analyzes 10 million companies' global trade activities. Panjiva has become a leading information platform for global trade professionals, providing a marketplace for international buyers and sellers to connect.

THE NEED

New York Sales Team with motivated sales and customer success people interested in big data solutions, growing within the company, and a collaborative culture.

THE CHALLENGE

Before Betts, Panjiva relied on internal resources

- Lacked tech sales network to complete a wide range search for ideal employee fit
- Spent too much time sourcing and screening applicants that weren't properly vetted ahead of time
- Faced challenges writing job descriptions that attracted experienced candidates

THE SOLUTION

After Partnering with Betts Recruiting

- Developed a repeatable hiring process and desirable employer brand
- Engaged passive job seekers through Betts' extensive network
- Saved time and made quicker decisions with high-touch communications throughout process
- Achieved an average time-to-hire of 24 days across junior sales, account executives, and customer success roles

WITH BETTS RECRUITING, PANJIVA HIRED 7 NEW SALES EMPLOYEES



"The quality of people I got from Betts was tenfold compared to LinkedIn and Indeed postings. My team was so impressed with Betts' persistence in keeping the process going and their real knowledge about Panjiva — which shined through in all of our interviews. I would recommend Betts Recruiting to anyone."

- Lauren Gearhart, General Manager at Panjiva