

## CASE STUDY

# PRESCRIPTION PROVIDER STARTUP NEEDED SALES REPS IN 17 MARKETS... STAT!

## THE CLIENT

A prescription provider start-up had just received a large round of venture funding and needed to place outside sales reps in 17 markets around the US to meet its hockey stick sales projections.

## THE ROLE

Requiring a background in dermatology and women's health, the sales reps required familiarity with selling directly to physicians, face to face.

## THE CHALLENGE

While not the most challenging search (in the scheme of our searches) the timeline of having 17 markets fully hired within 45 days of search start was going to be what made this interesting.

## HOW #TWICEASNICE PARTNERED

Partnering exclusively with #twiceasnice, we were confident the client was ready to make hiring decisions quickly. We had a larger-than-normal search launch where one Client Manager introduced the 3 Senior Recruiters that would each take a portion of the markets. Combining the Senior Recruiters' availability and expertise to interview, we built a support team around this search to build passive candidate databases, conduct cold outreach, and micromanage the hundreds of job ads published to support this effort.

## #TWICEASNICE RESULTS

In less than 30 days, 16 of 17 markets had candidates actively interviewing with our client as a result of our search efforts generating 60 submittals. Together, #twiceasnice and the client accomplished hiring goals and we proved to ourselves, and our client, that our process and model could scale larger and faster than we had previously tested (or thought about!).

## WE'D LIKE TO PARTNER WITH YOU

We help our clients save money and hire better with our custom-built searches, 9.9% fee, and 18-month guarantee. If you need to find a partner to work on your searches, [contact us](#).

## From the Client Manager

This search (and the 17 markets) really demonstrated the value of having a dedicated single point of contact (for this client, me!) that's standard with every client, no matter the size of the relationship.

Caralie Coleman  
Client Manager



**Region**  
Across US



**Industry**  
Software, Pharma



**Role**  
Outside Sales



**Placement Guarantee**  
18-months