

Faced with the task of doubling a sales force, CBI Group delivers on-time and on-budget.

A Customer **STORY**

This Baltimore pharmaceuticals company is among the top five pharmaceutical companies in India. Through their sales and marketing headquarters in Baltimore, MD, they are dedicated to delivering high-quality, branded and generic medications trusted by healthcare professionals and patients across geographies.

Areas of **FOCUS**

Industry:

- Pharmaceutical

Positions:

- Sales & Marketing
- Technical, Health & Life Sciences

Customer **CHALLENGE**

A pediatric specialty and generic pharmaceutical company with a sales force of 100 representatives nationwide acquired a new product and faced the daunting task of more than doubling their sales force, in less than four months, while also hiring district sales managers to lead the new primary care sales force and back-filling vacancies on the pediatric sales force.



Blank Sheet of Paper **SOLUTION**

CBI Group responded to the challenge by partnering with the team and providing a turn-key recruiting department, offering both on-site and back office recruitment support. CBI Group employed a project staffing model with a back office team of experienced sourcers providing a robust pipeline of candidates, while two lead recruiters worked directly with district managers and regional directors.

In addition to providing a high volume of quality candidates, CBI Group was able to provide a streamlined process for conducting interviews and weekly reporting through each phase of the expansion, while utilizing the client's existing Applicant Tracking System. The frequent touch points between lead recruiters and District Managers provided high levels of efficiency and rapid turnaround time from screening to interviewing to hiring.

In a period of less than four months, CBI Group was able to deliver on the promise of hiring 100 sales representatives and district managers.

How did CBI Group add **VALUE?**

Prior to the expansion, industry experts had told key leaders that their time frame for such a massive expansion of their sales force was not realistic due to budget constraints. In a period of less than four months – on-time and on-budget - CBI Group was able to deliver on our promise of hiring 100 sales representatives and district managers. CBI Group provided a direct impact on our client's business by giving them the resources to act quickly.

Managers who were accustomed to doing their own hiring and hesitant about the new process became some of CBI Group's biggest champions!

We Build Recruitment SOLUTIONS