

CASE STUDY

Leading Aesthetics Company Strengths Sales Team

RampUp helps medical device company expand in strategic areas nationally.



Venus Concept builds and sells a suite of FDA approved non-invasive aesthetic lasers.

THE PROBLEM

Venus Concept Moves Fast on Key Hires

When Venus Concept needs to make a hire, they want to make it quick. They know exactly what the perfect hire looks like, so their only limitation is the time it takes to find great candidates. When we connected with the Western Director of Sales in mid 2017, he needed to build out the team under him, fast.

THE OUTCOME

RampUp was ready for it! We took Venus Concept's strict candidate requirements and immediately began an extensive search via our proprietary software and outbound outreach. Because we were working with a client with a great reputation in the industry that knew exactly what they wanted, we were able to move fast. We worked to build out the team under him and continue to support his team's growth. His team has been incredibly successful and have experienced a 100% retention rate through the first year.

2 Weeks

Average Time to Hire

9

Total Sales Hires Made

100%

First-Year Retention Rate



After our initial hiring sprint with the Western Director of Sales, we continued to have a close relationship with Venus Concept. We work as their internal hiring team, connecting directly with the hiring managers from each region. Hiring managers come to us when they need to build out their sales teams.

Acquisition Integrates Seamlessly with Hiring Programs

When Venus Concept acquired Neograft in early 2018, we were right there alongside them to support the transition. Just weeks after the acquisition the Global VP of Sales at Neograft needed to hire several high-level sales positions rapidly. We filled all of their open positions within one month. **Each position had an average time-to-fill of two weeks - from first interview to offer letter out. 100% of hired from this sprint have been retained through the first year.**

When companies go through large-scale transitions like acquisitions, culture is often volatile. We supported Venus Concept and Neograft in maintaining healthy happy cultures by finding them the right candidates that would be culture builders. We found candidates that were experienced, and fit the melded cultures of Neograft and Venus Concept.

We continue to work closely with hiring managers at Venus Concept and Neograft.

Solutions Provided:

- Market Research - Including competition, compensation trends and industry analysis
- Managed the Marketing, Sourcing, Screening, Scheduling, Coordinating and Offering
- Provided high level brand visibility and job postings on RampUp's own employment community
- Developed customized candidate messaging and outreach campaign through email, LinkedIn, text, social media and career resource sites
- Coordinated interview processes with CEO and other key hiring managers, gathering feedback and sharing insights across the Venus Concept team

SCHEDULE A CALL

