



CASE STUDY

SaaS Company Needed to Fill Multiple
B2B Contract-to-Perm Sales Roles



COMPANY BACKGROUND

Pegasus TransTech is a leader in enterprise mobility, telematics, and business process automation and has been around for over 30 years. They support the transportation industry by offering technology solutions and products to simplify the supply chain.

One such product is Transflo, a customizable, open, and secure digital ecosystem that offers a suite of products and solutions, including Velocity, an end-to-end business solution for brokers.

Recently, Transflo landed a major contract with a client to help integrate and assist brokers with their Velocity SaaS platform. At the time, the Velocity SaaS team wasn't able to support such a large contract and needed to hire new employees with both sales and customer service skills immediately.

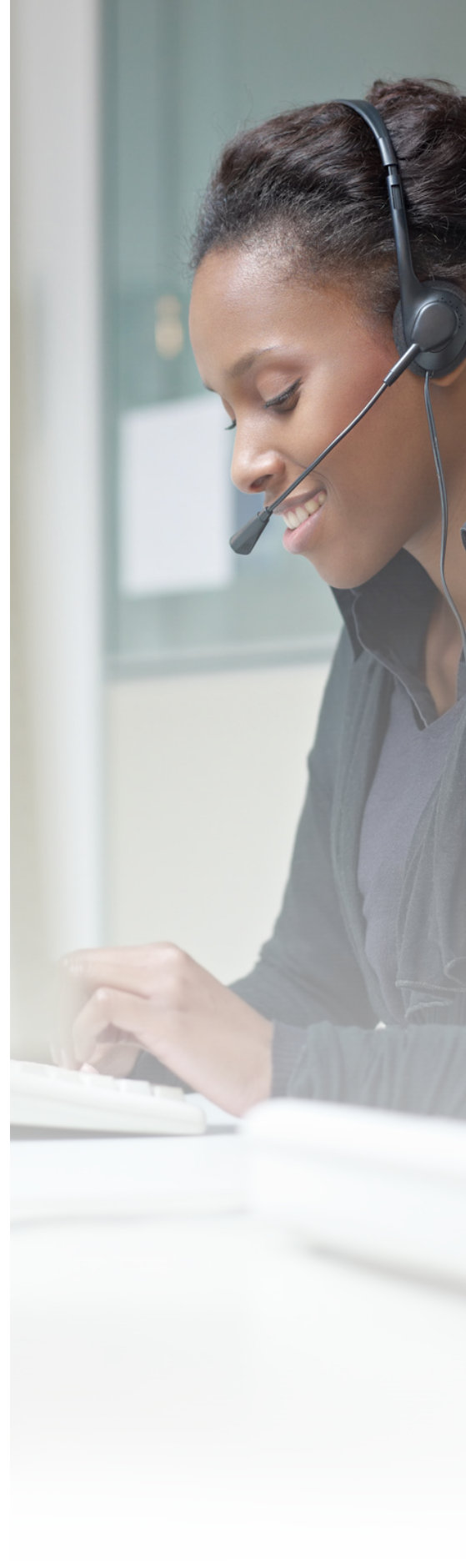
THE NEED FOR A B2B SALES CONTRACT RECRUITING FIRM

The Human Resources team at Pegasus TransTech manages their recruiting and hiring initiatives, but in this specific case, they agreed it was better to bring in a B2B Sales Recruitment Agency.

Part of the reason they wanted to partner with a recruitment agency was because of the specifics of the roles, including:

- Immediate hires were needed
- B2B Sales & Customer Service Focus
- Multiple openings needed to be filled
- Contract-to-permanent basis
- Wanted to outsource payroll, insurance, risk, etc related to new hires

In addition to Human Resources wanting to partner with a recruiting firm, Homar Rodriguez, the Sales Leader of the division, also wanted to work with a recruiting firm because the role was so unique.





"It's always tricky getting the right person that has a little bit of the best of both worlds, customer service and sales, without being a salesperson, said Rodriguez. "So that was a challenge and I think that's why the recruitment agency works better for recruiting this particular contract role."

Another reason Rodriguez wanted to work with a B2B Sales recruitment agency was because they needed to hire employees on a temp-to-perm basis.

"Unfortunately, in entry-level roles in the sales and customer service industry, it's sometimes a roll of the dice when it comes to employee performance. I think that's where the real benefit of using a contractor recruiting agency comes from. We can really see how someone performs in the role before moving them to a permanent position," Rodriguez described.

Once Pegasus Transtech decided to use a recruiting firm to fill their contractor roles, they set out to find one that met their needs. With Naviga's sales hiring expertise and experience hiring contractors, they knew Naviga would be a good fit.



IMPACT OF USING NAVIGA

Once the contract was signed, Pegasus Transtech and Naviga Recruiting had an hour-long calibration call where the Naviga recruiters learned more about the role and created an ideal candidate profile to use during their search.

Because this search was for a contract, entry-level role, the recruiters knew they would have to find a large volume of candidates and really sell the top performers on the benefits of the role.

Soon after the calibration call, the Naviga recruiters went to work and started submitting top performing candidates with both sales and customer service experience. Within the week, Pegasus Transtech was interviewing and hiring candidates for their contract roles.

“I had a great experience and a great relationship with the points of contact that I've dealt with at Naviga. They were forthcoming and I had honest interactions with them about the performance of the agents we were hiring.”

Since many contractors needed to be hired, this was an ongoing project that lasted over a year. There was constant interviewing and hiring throughout the process that ultimately led to Naviga filling 16 contract Velocity Representative roles. And two of the placements were even offered and placed in full-time positions.

Overall, Pegasus Transtech was extremely happy with Naviga's performance and will continue to partner with Naviga for contractor roles in the future.

“I had a positive impression of working with Naviga. The employees they brought in were very coachable and had a very humble demeanor. I was very grateful for that.”