



## Naviga Upgrades Sales Talent for International Comfort Products



### SITUATION

The existing sales team was focused on share growth. ICP wanted to gain a larger footprint and upgrade the sales talent.

### AT-A-GLANCE

<b>FOUNDED:</b>	Purchased by Carrier in 1999
<b>EMPLOYEES:</b>	500
<b>SALES FORCE:</b>	50
<b>HEADQUARTERS:</b>	Lewisburg, TN
<b>PRODUCT:</b>	HVAC Products
<b>CUSTOMERS:</b>	Distributors who sell to residential and light commercial, both public and privately owned

### DECISION TO WORK WITH NAVIGA

ICP researched recruitment companies on the web and evaluated several top firms. The specific business-to-business sales experience that Naviga possessed was the deciding factor in ICP's decision to work with the firm.

### EXPECTATIONS

ICP want to receive quality candidates that could be interviewed and fulfill hiring needs. These needs were fulfilled, with ICP noting that they would have hired more candidates identified by Naviga if they could have.

### BENEFITS

All of the placements made by Naviga are still working with ICP and doing well. They are meeting individual goals and growing revenue for the company. ICP has found that the Naviga team is a great fit, and the firm provided them with excellent candidates throughout the search.

ICP plans to utilize Naviga's services in the future, and notes that they would recommend the firm to anyone in need of identifying similar Sales Professional candidates

International Comfort Products Corporation (ICP) designs, manufactures and markets high-quality central air conditioning systems and gas and oil furnaces for use in homes and commercial buildings. Products, along with related parts and accessories. They are sold through distributors to dealers, contractors and builders primarily in North America, with growing International sales. Brands include: Tempstar, Heil, Comfort-maker, Arcoaire, KeepRite and ICP Commercial and International.