



Naviga Builds Powerful Sales Team for Living Independently

AT-A-GLANCE

FOUNDED:	2005
EMPLOYEES:	40
SALES FORCE:	10
HEADQUARTERS:	NYC
PRODUCT:	Quiet Care
CUSTOMERS:	private homes, assisted living centers, and senior communities nationwide and in the united kingdom

SITUATION

The sales team had more gatherers than hunters. On a team of 10, just 2 were true sales representatives. The team was strong and had cultivated existing relationships, but hunters were needed to produce leads and convert them into sales.

Living Independently Group, Inc. is the creator of QuietCare, a revolutionary passive monitoring system that uses wireless sensors to unobtrusively track the daily patterns of seniors' home activities, 24/7. QuietCare alerts the caregiver to atypical activity patterns and behavioral changes that may signal potential health issues or emergency situations.

DECISION TO WORK WITH NAVIGA

Previously, Living Independently advertised positions themselves, but was unsuccessful in attracting top talent. Therefore they:

- Decided to use a recruiting firm
- Searched for firms that worked in the health community industry
- Interviewed firms
- Firms were qualified on the their expertise, pricing and success stories
- Called Naviga references
- Moved forward with doing business with Naviga

EXPECTATIONS

Living Independently was seeking to hire in several regions (PA, SE, West Coast) and wanted work to begin simultaneously in each. They did not want to receive huge quantities of resumes. Rather they wanted to be presented with pre-screened candidates. Hiring was time-sensitive; they had one day of interviews and wanted to meet only with quality candidates. After meeting with all the candidates presented by Naviga, the executive team made the final hiring decision. Naviga met all of these expectations.

BENEFITS

- Local Expertise
-3 regions targeted
- Naviga provided first level of screening
- Reference checks provided