



Naviga Builds U.S. Sales Force for RLC Components

AT-A-GLANCE

FOUNDED:	1989
EMPLOYEES:	40
SALES FORCE:	6
HEADQUARTERS:	Sao Paulo, Brazil
PRODUCTS/SERVICES:	Electronic components distributor dedicated to OEM and CEM of electronic devices such as ATMs, Electronic Voting Machines, Medical Equipment, etc.
CUSTOMERS:	Resellers & End Users

SITUATION

In 2007, the company made the decision to start selling into the U.S. market, and required an experienced sales force to do so.

DECISION TO WORK WITH NAVIGA

After talking with several recruiting agencies, RLC chose to work with Naviga because of their experience and focus on sales professionals. RLC was initially looking for a less experienced sales force that was willing to accept the challenge of a new business. However, Naviga encouraged the company to seek out professionals with more experience who could immediately begin generating business.

EXPECTATIONS

Because RLC was assembling a sales team in a foreign country, it looked to Naviga to utilize its local knowledge of who to sell to, what steps to take, how to approach new clients and experience with their specific market to ease any uncertainties and eliminate any hiring challenges.

Even before candidates were sent to them, RLC was content with the service Naviga provided because of their understanding of the company's needs. This satisfaction grew after Naviga found candidates who were an excellent fit for the position.

BENEFITS

By partnering with Naviga, RLC was able to bring on their first sales representative within six weeks of launching the recruitment process. Candidates who were specific to their industry were provided to RLC for interviews, and the company was able to discern and hire the top candidate in virtually no time at all.

Because their primary goal was to expand their U.S. team as quickly as possible with highly qualified sales professionals, RLC's expectations were exceeded with regards to time and the quality of candidates presented.