

Case Study: MicroDental and MedReps

As Senior Recruiter at MicroDental, Stacey Baker wears a lot of hats. An HR generalist too, Stacey not only sources talent for MicroDental, she also manages the 401k for employees of MicroDental and parent company, DTI Labs.

When tasked with finding part-time independent sales reps, she first used LinkedIn and Craig's list but saw limited results. Stacey reached out to one of MicroDental's Area Sales Directors to ask about job sites for sales professionals. The Sales Director recommended MedReps.

"We started out with a 30 day unlimited package and immediately saw results," Stacey says. "I loved the quality of the individual applicants as well as the quantity of responses. Before those first 30 days were up, Stacey called her account manager, Jill, to upgrade to the annual package. "I still think LinkedIn and Craigslist can be useful, but with MedReps, you typically get candidates that are already in the industry. It's just a different caliber of candidate."

Stacey was obviously pleased with the results, but she was also happy with the ease of posting multiple jobs on MedReps. With positions in cities all over the country, she feared it would take hours to get all the jobs posted. But

With the right audience, there's no such thing as a tough-to-fill job.

- Posted multiple independent rep positions and saw immediate results
- Immediately saw the value and upgraded from 30 day package to annual
- Thrilled with the "caliber of candidates" on MedReps
- Easy posting process saved time

the "copy" feature allowed her to post jobs in roughly 80 different territories with ease.

From her initial postings, Stacey received approximately 70 resumes and made 7 hires. "We're thrilled, even if nothing else comes from the annual membership, those 7 hires make it well worth the money spent."

Stacey's enthusiasm for MedReps has her eager to try the site for the next full-time sales position she has to post. The vetting process for full-time hires at MicroDental is more extensive, she explains. Still, based on what she's seen so far from MedReps, Stacey is optimistic about what the posting could yield, and MedReps.com is certainly up to the challenge.

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