

CASE STUDY

Young Aesthetics Company Ramps Up Sales Team

RampUp helps innovative med device company beat competitors with speedy, experienced sales hires.

viveve.

Viveve is a young company with a powerful mission. They've built an innovative FDA-cleared radiofrequency device to improve women's intimate health.

THE PROBLEM

FDA-Cleared Device Needs Powerful Sales Team

We connected with Viveve while they were a young hungry startup. Their new radiofrequency device to improve women's intimate health had just been FDA cleared. Viveve was confident in their product, but they didn't have the feet on the ground they needed to get the word out. They needed to scale their sales team fast with experienced aesthetic sales men and women - and that's where we came in.

THE OUTCOME

Hand-in-hand with Viveve's sales leadership team, we built out their foundational sales team under an exclusive recruiting relationship. We took the time to understand what Viveve wanted and went to work. From outbound outreach to tapping our personal aesthetics network, we scraped the universe to find Viveve their unicorns.

96.3%

First-Year Retention Rate on
20 total hires

3X

Tripled Sales
Team Size

80%

Fill Rate for
Open Positions



THE OUTCOME CONT.

Working in fast hiring sprints, we've filled 80% of their open reqs - only unsuccessful against internal referrals and promotions. Over the course of our relationship, we've helped Viveve triple their sales force with Regional Sales Managers, Associate Sales Representatives, and Practice Development Managers. The sales men and women they hired are dedicated to Viveve's mission and have been very successful with the company. RampUp's hires have maintained a 96.3% retention rate.

WHY VIVEVE IS UNIQUE

Viveve knew exactly what they were looking for in a candidate - but it was a narrow scope. Since Viveve was a young startup, they didn't have time for lengthy training programs. They needed people who were experienced selling devices in the aesthetics field with a strong network who would hit the ground running.

Viveve relied on a recruiting team that was responsive and flexible enough to scale when they had hiring sprints and pull back when they didn't. During hiring sprints, RampUp acted as Viveve's internal hiring team and handled everything from sourcing and screening to scheduling and coordinating travel for in-person interviews.

Solutions Provided:

- Sourcing, screening, qualifying, scheduling and offering process across a large team of decision makers.
- Customized candidate marketing, messaging and outreach campaign through email, LinkedIn, text, social media and other career resource sites.
- Dedicated Recruiting Team
- Applicant Tracking System Management

“RampUp works with our internal team to handle the hiring process from end to end. We rely on them for the very best aesthetic candidates.”

*- Sean S., Vice President of Sales
Viveve*

SCHEDULE A CALL

