



Savient Pharmaceuticals

Case Study

Challenge:

This **publicly traded biotech client** required recruitment and onboarding services for a national sales force consisting of **six sales managers** and **60 sales representatives** within a **five-month window**.

Their product was an **infused biologic** that was to be prescribed primarily by **rheumatologists** who would be reimbursed on a “**buy and bill**” basis. This required that both managers and sales representatives have experience in these environments.

Because this was a small company, LEADERS was also tasked with **various HR and travel coordination functions**.

Solution:

LEADERS developed a target list of companies that would employ people with the rheumatology experience we were seeking.

Through the above target list and other resources, including our database of contacts, electronic advertisements, and aggressive internet sourcing, we produced **160 candidates** for interviews—approximately **three for every territory**.

Our ability to quickly gain expertise within this specialty and to learn our client’s history and current challenges was essential in establishing credibility with candidates and engaging in meaningful dialogue about the risks and rewards of each position.

After potential candidates were sourced, they went through an internal process where they were required to pass **two interviews with LEADERS managers**, who assessed their abilities in the following areas:

- Impact
- Interpersonal/communication skills
- Competitiveness
- Sensitivity
- Energy
- Enthusiasm
- Work ethic
- Trustworthiness

Three evaluations from previous positions were required from each candidate. LEADERS also conducted **reference checks** on each candidate.

The top candidates for district sales managers and sales representatives each traveled to a hiring conference where they participated in two interviews with managers from the client company and one interview with a member of the executive staff.

Number one candidates were called within the week and offered a position verbally, which was supported with written documentation.

Result:

The client was **fully outfitted** with a sales force of six regional managers and 60 sales representatives **in time to meet their product launch**.

“I had the chance to work with [LEADERS] as a candidate until I joined [our company], then worked extensively with them on the hiring end as we built out our six regional-director and 60-person national sales force.”

“It was an extremely challenging process, as we navigated issues with the FDA approval process, as well as potential merger and acquisition issues that complicated matters. I was exceptionally impressed with their ability to keep candidates in our court during those uncertain times. LEADERS will be my first call if I find myself in the position to expand or build out another sales force.”

Tim Calahan, Savient National Sales Director