

# NuORDER Case Study

## NuORDER

NuORDER's mission is to eliminate pen and paper while driving sales for brands and allowing retailers to buy more effectively. Orders, custom linesheets, product catalogs, inventory, and prospecting new accounts can all be managed through NuORDER. The software utilizes cloud-based architecture and an offline iPad app, and allows users to conduct business anytime, anywhere.

### The Need

**Aggressive revenue goals** created the need for a cross country sales search to support the next round of funding.

### The Challenge

#### Lack of Internal Resources:

- No available resources to dedicate full time to a search in NY and LA
- Fast moving growth plan that requires nimble sales reps
- Frustrated with current outsourced hiring efforts

### The Solution

#### Becoming a Betts Partner:

- Gained access to representatives with candidates and in person touch points in both hiring locations
- Sat down and described the true culture fit they were looking for increasing quality of candidates without losing quantity
- Found a flexible resource allowing them to stay nimble and know they had an extension of their team ready to execute rather than needing to recalibrate with yet another agency

### The Success

With Betts, NuORDER hired:

- **3 Account Executives** (Los Angeles)
- **1 Account Manager** (Los Angeles)
- **2 Sales Development Reps** (Los Angeles)
- **2 Sales Development Reps** (New York)



*Betts stands out because they took the time to meet our NuORDER team at the office, were flexible with recalibration and built genuine relationships. Our team can put more than 1 face to the name at Betts - making it feel like we know (and are known by) the whole team.*



**Blake Chana**  
Vice President of Sales  
 NuORDER

