



PEAK CASE STUDY: HEALTHSAVINGS ADMINISTRATORS

The right sales talent drives double digit account growth

Overview

Situation:

HealthSavings Administrators needed to scale and refresh their sales force to drive new customer acquisition and enhance sales culture.

Solution:

HealthSavings partners with Peak Sales Recruiting to evaluate their talent needs and recruit a Senior Sales Director and two sales executives.

Results:

Through Peak's partnership, HealthSavings was able to recruit top sales talent who brought a unique business perspective and majorly impacted organizational culture.

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Peak truly acts as your ultimate recruiting partner and has your best interest in mind. They're not just trying to get any hire, they're trying to get you the *right* hire.

— ” —

Heather Bowman
Director of Client Services
HealthSavings Administrators

Situation

HealthSavings Administrators provides health savings account (HSA) solutions for individuals and employers seeking HSA administrative and consultative services. Since 2004, they have been in the top one percent of HSA companies across the US in accounts and assets, supporting tens of thousands of employers and individual members.

In late of 2017, HealthSavings' leadership team developed an aggressive growth plan for the upcoming year and determined that in order to achieve the mandated account acquisition goals, there would need to be an increase in synergy between the sales team and other internal departments. Ultimately, the decision was made to acquire a senior sales director and two sales executives with the ability to initiate a cultural change and bring in net new accounts.

Solution

HealthSavings initially conducted the sales search using internal resources and leveraging traditional recruiting channels such as LinkedIn, Indeed, and their internal website. “Our internal recruiting efforts were not producing quality candidates with the ability to meet our growth objectives,” says Heather Bowman, HealthSavings’ Director of Client Services. “That’s when we decided to consult Peak.”

Heather and her team were assigned a dedicated team who immediately began developing a deep understanding of HealthSavings’ corporate objectives, sales strategy, corporate culture, and talent plan. After evaluating HealthSavings’ organizational needs, two unique lists of mandatory hiring criteria were created for the sales director and two sales executive roles. Using those competency profiles, Peak headhunted gainfully employed salespeople who met 100 percent of the defined mandatory criteria, as detailed below:

Sales Director Mandatory Criteria

- Minimum 3 years successful experience in all aspects of sales leadership for high activity, “hunter” sales teams of 3 or more.
- CRM Management - Sales force preferred 3-5 years of experience selling through third party channels
- Experience selling to C-suite executives
- Hunter DNA - 100% net new business
- Experience and/or ability to work in a high travel (50%) environment

Sales Executive Mandatory Criteria

- 3-5 years minimum sales experience overachieving on quotas in a high activity sales role (40 cold calls per day, 10 net new contacts per week, 28 contracts / “deals” per month)
- Experience selling to C-suite executives
- Hunter DNA – 100% net new business
- Skilled at daily CRM management
- Experience and/or ability to work in a high travel (50%) environment

In addition to receiving fully vetted candidates, each candidate was also put through Peak’s Certified Scientific Assessment System including P95A Psychometric Testing, culture mapping, and advanced track record verification. “What I liked the most was the added value of the P95A Psychometric Testing,” says Heather. “Peak provided us with custom interview questions based on the test’s results which helped us further understand the candidates’ natural behaviors versus learned behaviors, and ultimately determine their ability to excel in unique our environment.”

Results

While HealthSavings tried for months to fill these crucial sales roles, Peak delivered top qualified candidates within 15 days, reducing their time-to-hire significantly. “The quality of candidates we got was awesome,” says Heather. “The interviewing process for us was easy – which it usually never is. For senior hires, each candidate is put through a rigorous interview process with our leadership team and it is very rare that we all unanimously agree on someone. But with Peak’s candidates, there was no doubt in anyone’s minds that they were the perfect fits. Everybody in the room said yes. That was truly a “wow” recruiting experience for me.”



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HealthSavings’ Director of Sales hire, George Smith, has already seen the impact he and the other two sales executives have made on culture company-wide. “The three of us bring a unique personality and sales perspective,” says George, “Being out in the field, we get a good idea of challenges and gaps in our service offering. And we bring these insights back to the leadership team, giving them a whole new direction on what we need to do to achieve our set growth objectives. We expect to see our accounts double by next year.”

George Smith also noted how ramp-up time was considerably decreased with the quality of candidates brought in, “Ramp-up time was significantly quick,” says George, “I think the biggest reason for that is that Peak found us the right people for the job – our sales executives came in with a lot of knowledge and took initiative in learning the sales process and delivering upon goals.”

“We bring a whole new perspective to HealthSavings. We are giving the leadership team a whole new direction on what we need to do to achieve our set growth objectives.”



GEORGE SMITH

When asked if they would partner with Peak again, both Heather and George agreed without question. “I would absolutely partner with Peak again, in fact, I’ve already recommended them to our parent company.” says Heather, “They truly act as your recruiting partner and have your best interest in mind. They’re not just trying to get a hire, they’re trying to get the right hire.” From a candidate perspective, George’s experience with Peak was also positive, “As a candidate, Peak really kept me informed throughout the entire process which is important to me as a future client.” says George. “Your recruiting partner is representing your organization, and it is imperative that they provide the same level of quality service to the candidates being recruited as the client.”



Accounts forecasted to double in the first year



Ramp-up times reduced significantly



Sales culture and overall organizational culture refreshed

Questions? Call us at [+1.800.964.0946](tel:+18009640946)