



# Staffing Success: LaSalle Places over 300 Outside Sales Representatives



Consumer Packaged Goods



Contingent Search



Sales

*The third-largest food and beverage company in North America and the fifth-largest in the world. A globally trusted producer of delicious foods, providing great taste and nutrition for all eating occasions whether at home, in restaurants or on the go. This organization began its partnership with LaSalle Network in 2014.*

## GOAL

Build out an internal sales team.

## CHALLENGES

- Due to the relocation of their global headquarters to downtown Chicago, this client needed a recruiting partner to fill several sales roles.
- The outside sales roles were difficult to fill due to geographical challenges.



## OUTCOME

LaSalle quickly created a recruitment strategy and rallied a team despite geographical challenges. In just months, LaSalle placed over 300 sales professionals across 21 states with only 8% turnover within the candidate's first year.

# 311

Number of Outside Sales  
Representatives Placed

# 21

Number of States Candidates  
Were Placed In

Over the past several years, LaSalle Network has successfully filled over 620 permanent roles at this client in various departments. Because of the success in centralizing their headquarters, LaSalle Network is still one of the top preferred vendors for permanent recruiting.