

# JANE.



## Cost-Effective Recruiting for a Startup's Top Sales Position

### Success: Reduced cost per hire by \$7,600

*"Love the full-service approach! We used to use recruiters for that but they were always finding the most expensive employees rather than the best ones. JANE actually finds us the best people because their incentives are aligned with ours (unlike recruiters). Hiring the right people is one of the most important things a startup needs to figure out. With JANE, it's a lot of stress off my shoulders."*

- **Gabe Priyev, CEO, IncentFit**

#### JANE RESULTS

Total candidates:	1722
Total hires:	14
Time savings:	1120 hours
Recruiter cost:	\$15,500/hire*
JANE cost per hire:	\$7,900/hire

**Savings: \$7,600/hire**

*\*Average recruiter fee is 20% of new hires' first year salary.*

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## The Client.

IncentFit is an automated gym reimbursement platform for employers. IncentFit's mission is to develop a happier and healthier workforce by engaging employees in exercise.



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## The Challenge.

The start-up engaged JANE to streamline the recruitment process, and optimize their selection practices around the types of professionals they needed to hire. They initially needed help making their first sales hire who would need to thrive in a less structured environment, and work closely with the CEO and founding team. Since then they have trusted JANE to manage the recruitment process for technical, sales, marketing, and client success roles across the org.

## The Solution.

IncentFit was paired with a JANE hiring specialist. After defining the profiles of the types of candidates IncentFit was trying to attract, their hiring specialist developed the job ads, recruitment plan, screening process, and set up the following process within IncentFit's applicant tracking system:

- Job ads marketed through major national sites as well as niche local groups, startup sites and communities, and technology focused outlets.
  - Passive candidates sourced for more senior roles.
  - Candidates shortlisted and qualified candidates advanced to pre-screening by JANE hiring specialist
  - Phone screens conducted and assessment sent by JANE hiring specialist
  - Work sample exercises administered for relevant roles by JANE hiring specialist
  - In-person interviews scheduled by JANE hiring specialist
  - Candidate correspondence and follow up managed by JANE hiring specialist
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## The Outcome.

IncentFit hired their first full time sales professional through JANE. Since then that sales hire has been promoted into a sales management role and has worked with JANE to further build out the sales team. Additionally, JANE has implemented and managed the recruitment process for IncentFit for the following roles: Content Writers and Marketers, Customer Success Representatives, Product Marketing Managers, Sales Development Representatives, and entry-level and senior-level Software Engineers.

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**JANE makes your hiring so easy.**

Let's make your hiring better & less costly, while saving you valuable time.  
Call us at **(844) 439-5263** or email **hello@JANE.hr**