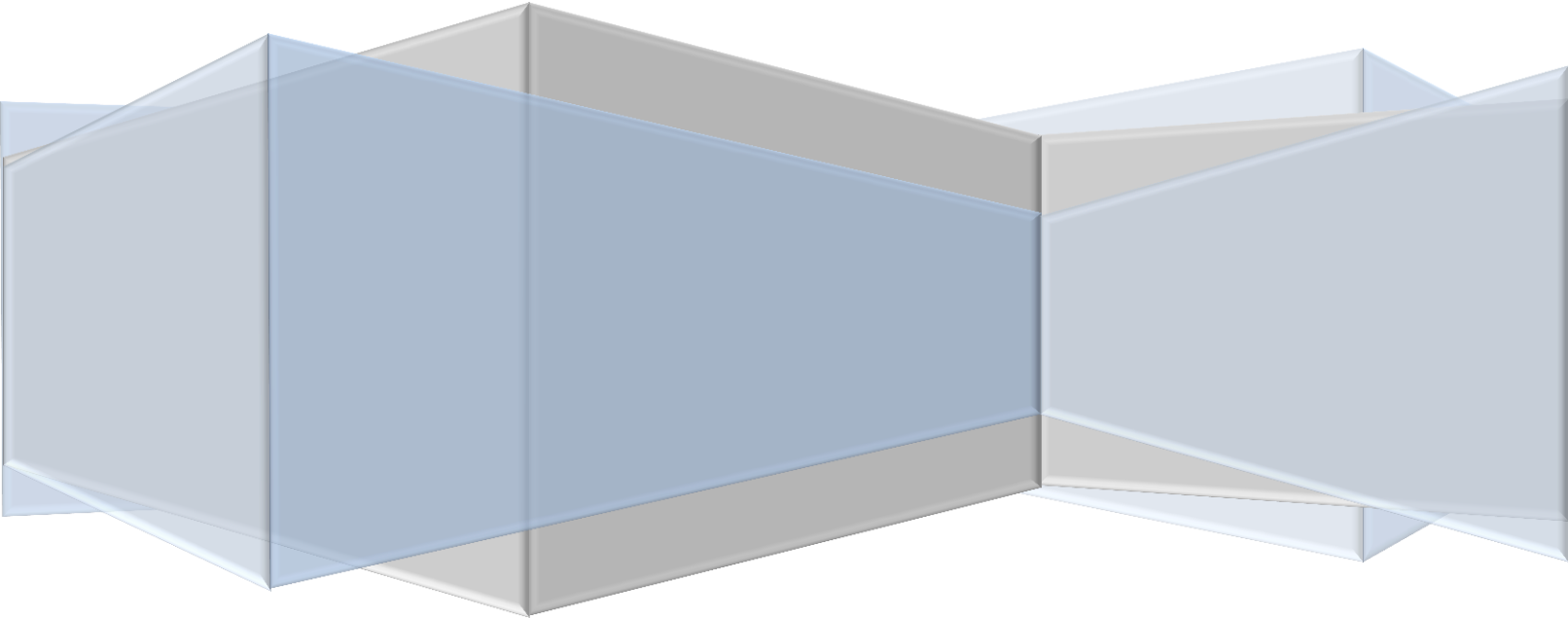


The Weatherhills Group

Sales Expansion Case Study



Utilizing Engaged Recruitment for a Sales Force Expansion

From 2008 through 2013 Rochester Medical committed to and executed a five-year strategic plan of rapid growth that resulted in doubling sales revenue and profit. A critical component of the plan was establishing and scaling up direct U.S. field sales forces in two distinct markets, Acute Care and Home Care. We hired nearly 40 sales and marketing professionals during this time and retained the services of The Weatherhills Group on approximately 90% of the positions.

Early in the plan, and following an initial trial period working with multiple recruiters on a contingency basis, we made the decision to use The Weatherhills Group on an exclusive basis. We found that for every hiring opportunity they consistently provided a pool of high quality candidates for the initial round of interviews. We trusted they would find the professionals of the caliber we were seeking, and by entering into an engaged working agreement with The Weatherhills Group we significantly streamlined our hiring process. It freed-up time for our hiring managers to continue working on other critical aspects of developing a new sales team and got us up and running faster with top-quality sales representatives in new and open territories.

The most noteworthy example of how efficient The Weatherhills Group was at handling our hiring needs came at the end of 2009. In September of that year the executive team at Rochester Medical made the decision to undertake major expansions of both our sales forces. The plan was to go from 10 to 21 Territory Managers in the Acute Care sales force and from 3 to 18 with the Home Care sales force. Working with The Weatherhills Group exclusively we managed to hire 26 new Territory Managers plus 2 Regional Managers in less than 100 days. Both expansions were completed at least 30 days ahead of the original plan.

Once established, sales growth for both sales forces exceeded 20% annually. And following a strategic corporate decision to focus the company's resources solely on the Home Care market, annual growth exceeded 30%. As the Vice President of Marketing and subsequently Vice President of Marketing and U.S. Sales during this time period, it is my opinion that working with The Weatherhills Group was a key element in our success. Their exceptional attention to detail combined with making sure they understood our hiring objectives helped us develop exceptional sales and marketing teams.

Note: Sighting Rochester Medical's double-digit sales growth C.R. Bard acquired Rochester Medical in November 2013.

James M. Carper
Vice President Marketing and U.S. Sales
Rochester Medical