

GFI, INC.

Testimonial

“We have dramatically improved our sales success at GFI since we started using HireSmarter to select our salespeople.”

Lisa Murawski, Human Resources Manager, GFI, Inc.

Case Study

GFI was established in 1999 by its local owner Bruce Gibbs. It has grown to be a stable \$50 million dollar company, and is continuing to grow with an upward of 10% annually. The company has over 16,000 placements of two of the most trusted names in the business: Sharp and Ricoh equipment.

GFI provides numerous services listed below:

- Multi-Functioned MFP's including mobile printing
- Managed Printer Services (MPS)
- Managed Network Services (MNS)
- Software Connectivity

GFI's local warehousing, IT, service technicians, support team, and national dealer partnerships has given the company the title of a Pros Elite Dealer. Only 100 dealers in the nation, with one per market, are awarded this title solely based on how well GFI service performs compared with its other competitive dealers. GFI is honored to have this award for 3 years in a row

With its ability to customize any technology solution to a specific company's needs and stand behind that solution makes GFI an invaluable partner not only now, but as a customer's company continues to change.

We have helped GFI to improve their selection processes, thereby resulting in a dramatic improvement in their hiring of salespeople and sales managers.