THE SUPERAGENCY BD PLAYBOOK

How the top-performing recruitment agencies find, win and grow business.

This Isn't About Working Harder!

A superagency isn't the recruitment business with the biggest team or the deepest database. It's the agency that has turned business development into an always-on engine with data, intelligence, visibility, technology, AI and consultative selling all working together, on repeat.


TRN
Big enough to cope,
small enough to care.

TRN

One of the golden threads across the TRN Retreat

The future is designed, not defended

The businesses that win will redesign for where the market is going, rather than protect how things have always worked.

Welcome to...

The rise of the superagency™.

The rise of the superagency™.

15 people, down from 67 two years ago.

£205k costs per month.

£50k weekly contract GP.

£120k average perm fees per month.

+£1.4m EBITDA

The rise of the superagency™.

29 recruiters.

Up from 18 this time last year.

Average GP per recruiter – £460k per annum.

35% of GP coming from talent consultancy, not placements

The rise of the superagency™.

Solo recruiter.

£220k ARR – community platform.

£170k – perm fees.

1 x community manager and 1 x resourcer in SA

The rise of the superagency™.

Metric

Sold by BGF at a valuation of £100m

Perm business

130+ consultants. Seven global offices. Two years on the FT1000.

Launched 2019.

The rise of the superagency™.

Highly Productive

Commercially Consultative

Deeply Insightful

Multidirectional in their BD Approach

AI Augmented

The rise of the superagency™.

Highly Productive

Commercially Consultative

Deeply Insightful

Multidirectional in their BD Approach

AI Augmented

The word from the frontline...

“H2 has closed out and we have done more in the first half of this year than the whole of last year... and last year was a good year!

June was also our biggest month since we set up the business and our current average GP run rate per head is now over £360k.”

The rise of the superagency™

Awesome, will pop something in the diary! Thank you mate, i really appreciate it 07:22

👍

In the diary! Ps strong start to the year - just waiting for the interim numbers but forecasted 28% over target 🎯 07:35

That's excellent [redacted] well done!
Let's make sure we capitalise on that now - this is the [redacted] year :) 07:43

🙏

Thanks James great to chat 11:02

I'll have a strategy document most like in the weekend when there's more time to think though 11:03

Just closing out a 6 person hire deal so that's the focus for rest of week 💪 11:03

Finished on a £100k month between 5 of us 06:56

🙌 06:56

That's excellent new [redacted] - seriously well done. 06:58

Now to make that a regular thing :) 06:59

Yes please! 07:00

4 consecutive month of profitability feels good! 07:00

❤️

The decline of the old model?.

Thank you James- it was lovely and I really appreciate your time and advice.. brutal but needed 😆 21:31

And welcomed! 21:31

I'm knackered. I didn't get to move from that table until 6- and then went straight to this event with an army of unemployed EAs who spoke at me for 20 mins each about the market and why they can't get a job 21:32

I had to do a swift exit 21:32

It's exhausting., I need help. I'm trying to do it all and I can't and it's too much. I need the resourcing support asap! 21:33

Today

All good - that's why you need to break away from the way you are currently working and build something better / different. 06:54

That's the plan now... 06:54

Yes please!!!! 06:56

I feel like I need to upgrade that first before I expand 06:57

I didn't realise how old school I was 👵 06:57

TRN

Doing BD like a superagency!

www.therecruitmentnetwork.com

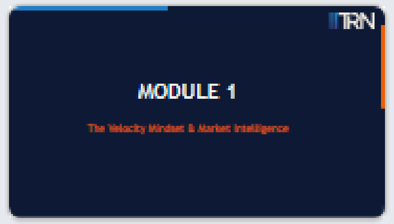
Quick update from TRN HQ

VELOCITY

The Ultimate Business Development Playbook for 2026

1

2



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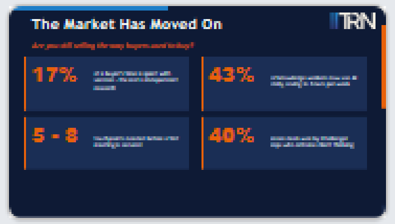

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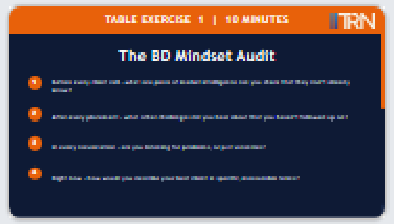

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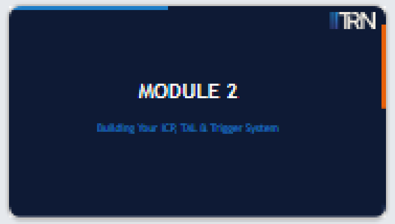

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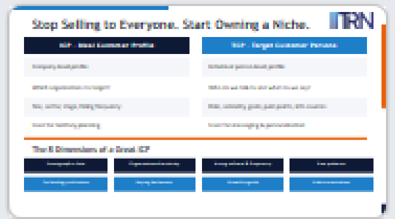

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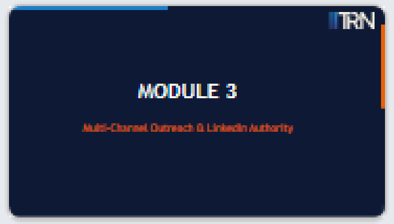

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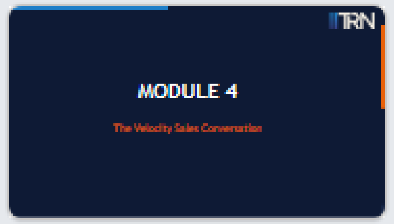

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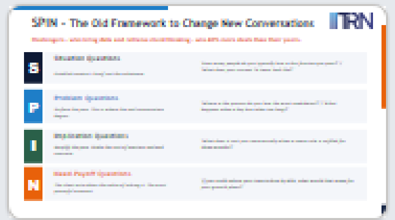

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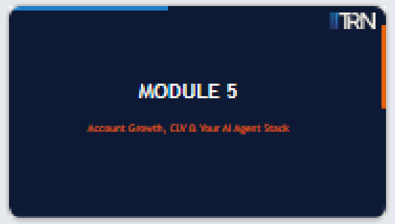

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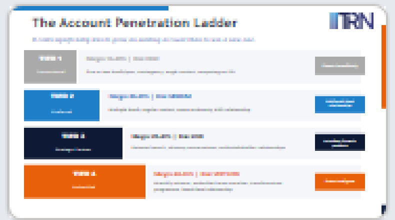

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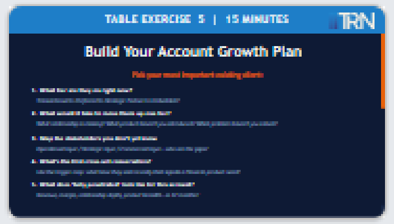

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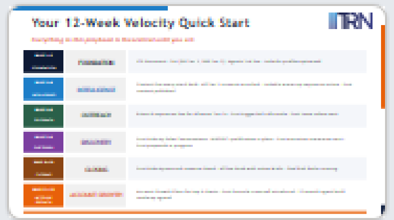

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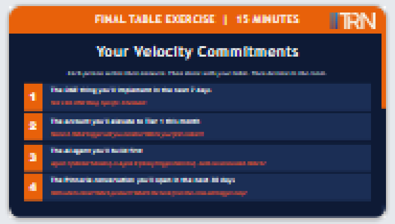

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The PINNACLE Programme

Converting 18% average margins to 35%+

SOCIAL SCALING PROGRAMME

4 Week Personal Branding Development Programme

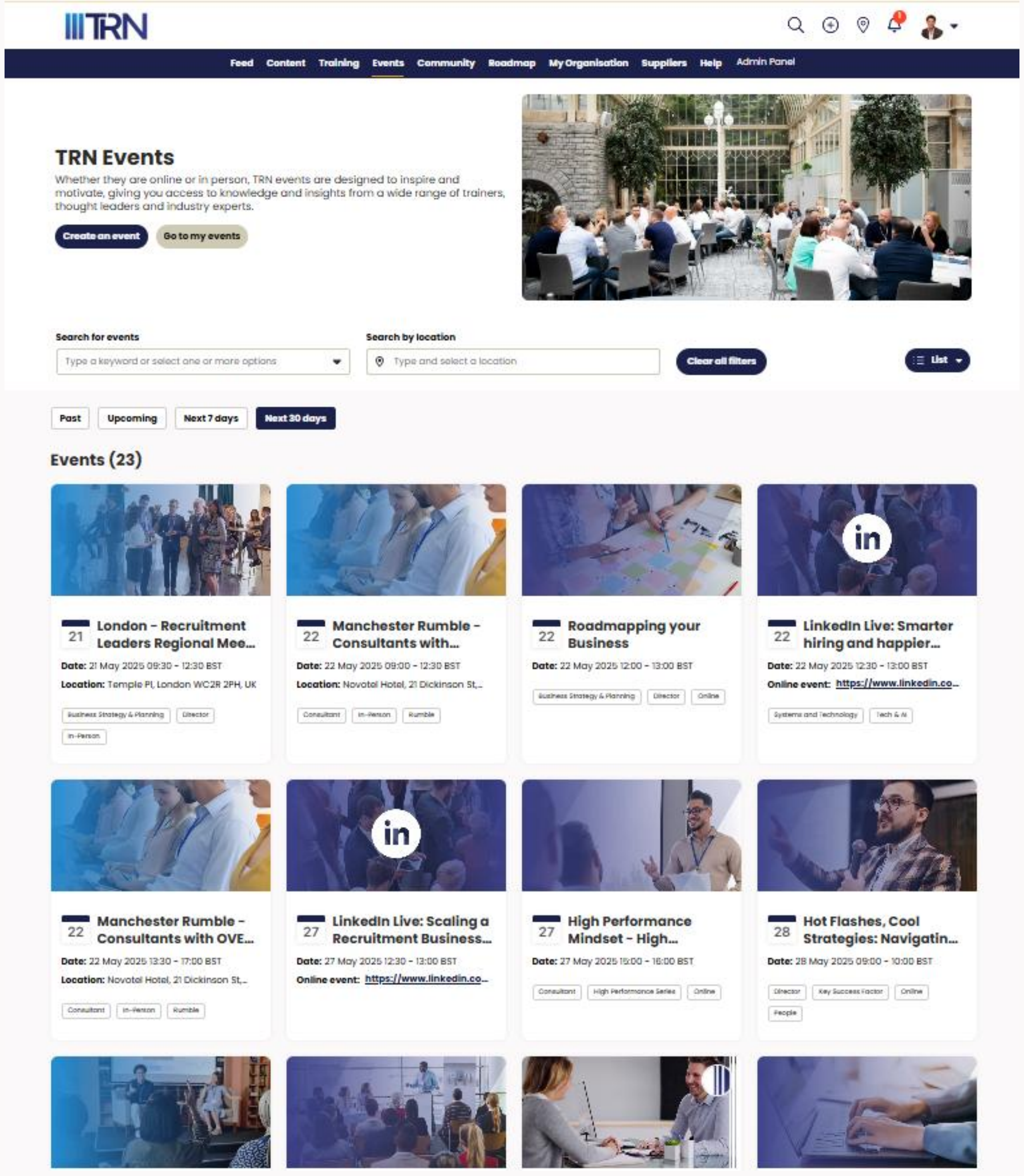
TRACTION

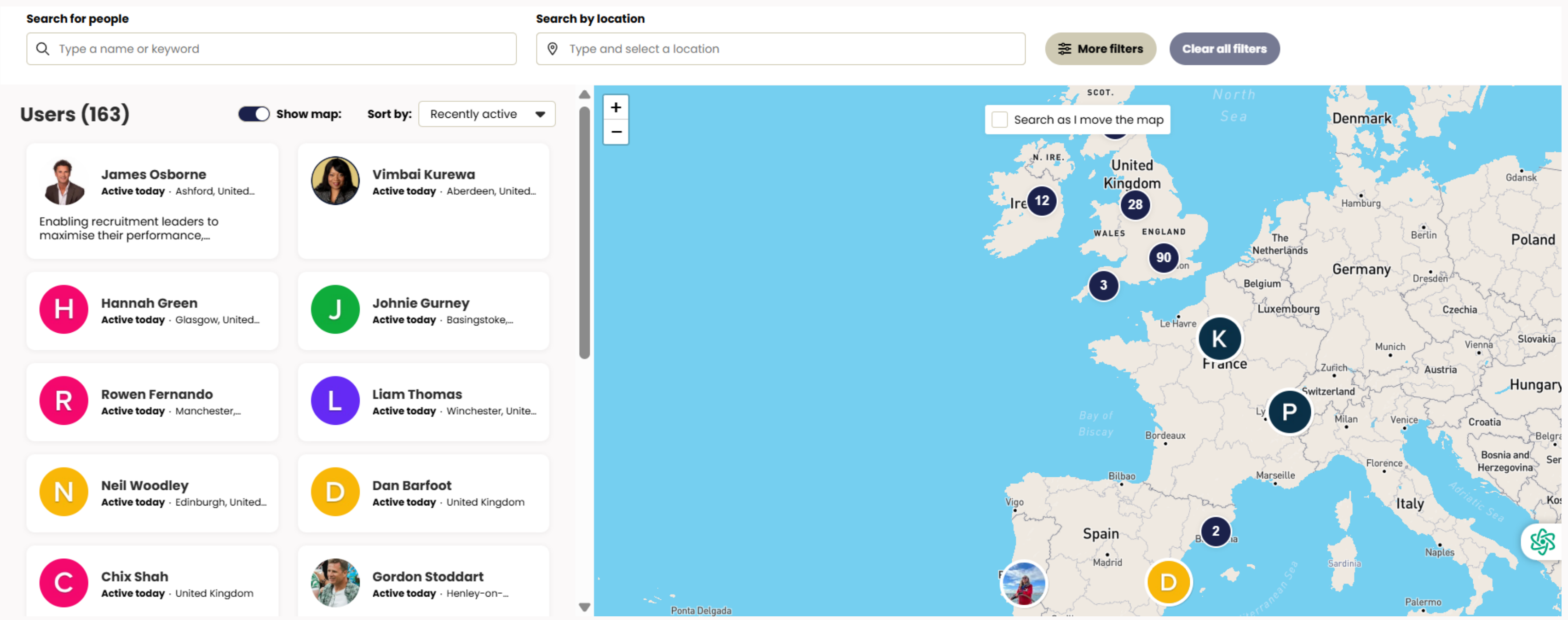
4 Week AI Development and Coaching Programme

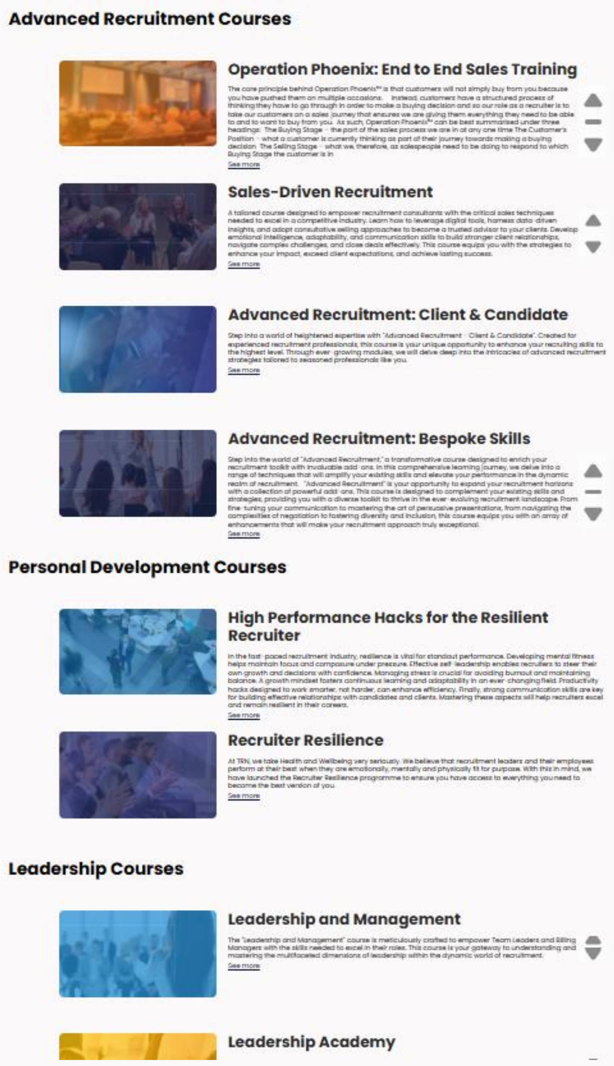

TRN REGIONAL ™
MEET-UPS
DUBLIN — MANCHESTER — BRISTOL
BIRMINGHAM — LONDON — PORTSMOUTH

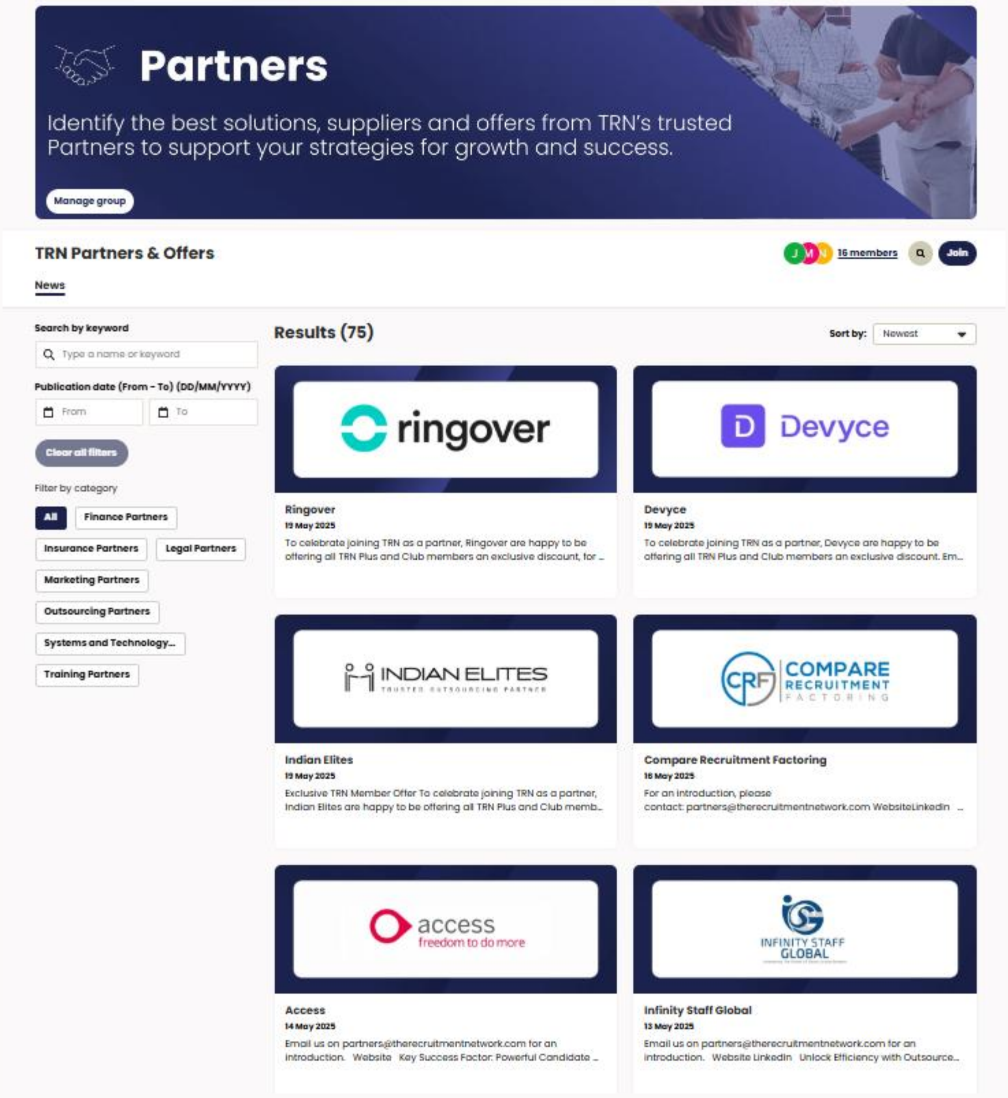
Rumbles and Trailblazers


TRN
simplicity
GR
INDUSTRY
AWARDS
2024
BEST SPECIALIST
Roland

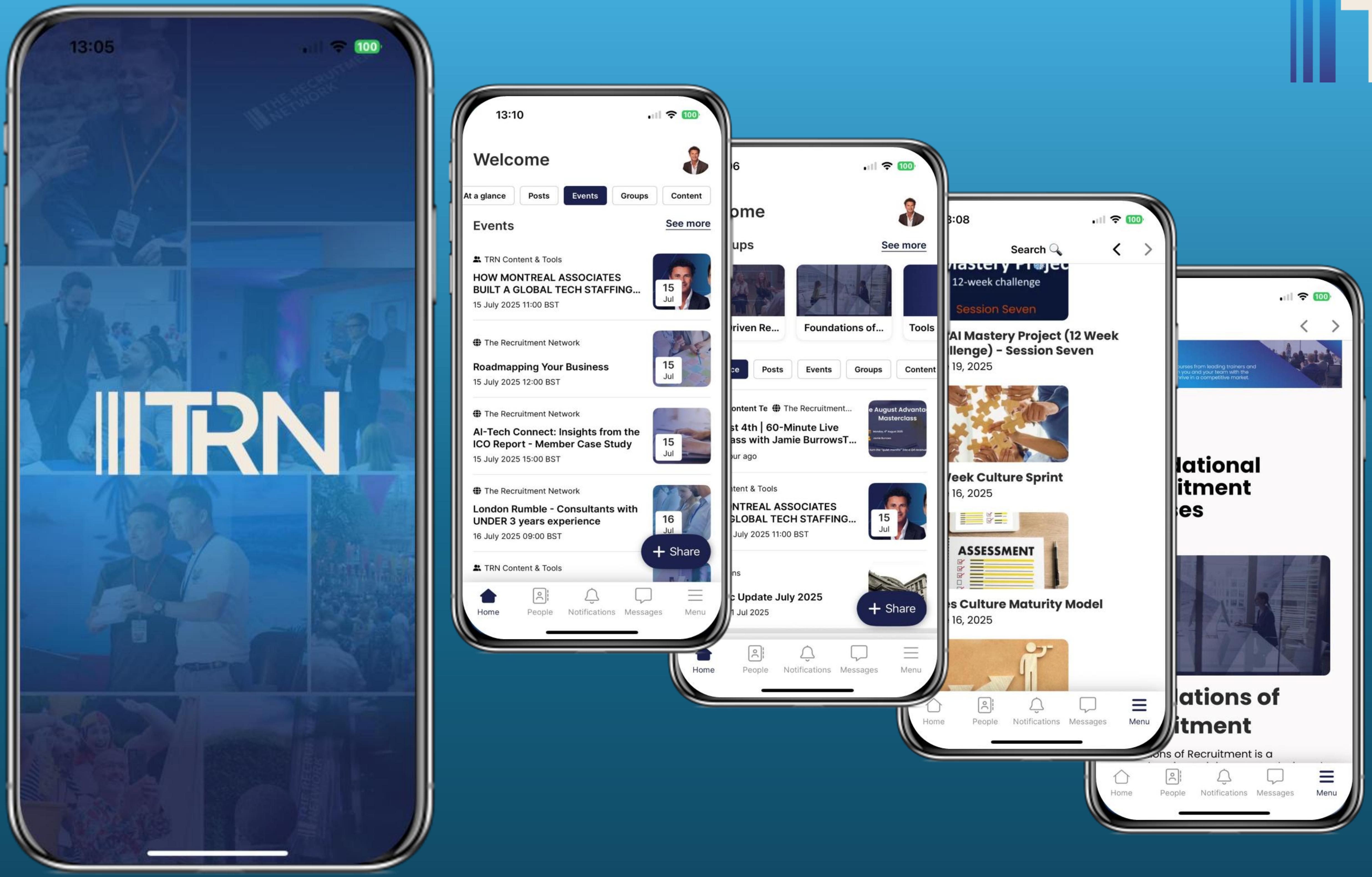

TRN
Feed Content Training Events Community Roadmap My Organisation Suppliers Help Admin Panel
TRN Events
Whether they are online or in person, TRN events are designed to inspire and motivate, giving you access to knowledge and insights from a wide range of trainers, thought leaders and industry experts.
Create an event
Go to my events
Search for events
Type a keyword or select one or more options
Search by location
Type and select a location
Clear all filters
List
Past
Upcoming
Next 7 days
Next 30 days
Events (23)
21 London - Recruitment Leaders Regional Mee...
Date: 21 May 2025 09:30 - 12:30 BST
Location: Temple Pl, London WC2R 2PH, UK
22 Manchester Rumble - Consultants with...
Date: 22 May 2025 09:00 - 12:30 BST
Location: Novotel Hotel, 21 Dickinson St,...
22 Roadmapping your Business
Date: 22 May 2025 12:00 - 13:00 BST
22 LinkedIn Live: Smarter hiring and happier...
Date: 22 May 2025 12:30 - 13:00 BST
Online event: https://www.linkedin.co...
22 Manchester Rumble - Consultants with OVE...
Date: 22 May 2025 13:30 - 17:00 BST
Location: Novotel Hotel, 21 Dickinson St,...
27 LinkedIn Live: Scaling a Recruitment Business...
Date: 27 May 2025 12:30 - 13:00 BST
Online event: https://www.linkedin.co...
27 High Performance Mindset - High...
Date: 27 May 2025 15:00 - 16:00 BST
28 Hot Flashes, Cool Strategies: Navigatin...
Date: 28 May 2025 09:00 - 10:00 BST


Search for people
Type a name or keyword
Search by location
Type and select a location
More filters
Clear all filters
Users (163)
Show map:
Sort by: Recently active
James Osborne
Active today · Ashford, United...
Enabling recruitment leaders to maximise their performance,...
Vimbai Kurewa
Active today · Aberdeen, United...
Hannah Green
Active today · Glasgow, United...
Johnie Gurney
Active today · Basingstoke,...
Rowen Fernando
Active today · Manchester,...
Liam Thomas
Active today · Winchester, Unite...
Neil Woodley
Active today · Edinburgh, United...
Dan Barfoot
Active today · United Kingdom
Chix Shah
Active today · United Kingdom
Gordon Stoddart
Active today · Henley-on-...
Search as I move the map


Advanced Recruitment Courses
Operation Phoenix: End to End Sales Training
Sales-Driven Recruitment
Advanced Recruitment: Client & Candidate
Advanced Recruitment: Bespoke Skills
Personal Development Courses
High Performance Hacks for the Resilient Recruiter
Recruiter Resilience
Leadership Courses
Leadership and Management
Leadership Academy


Partners
Identify the best solutions, suppliers and offers from TRN's trusted Partners to support your strategies for growth and success.
Manage group
TRN Partners & Offers
News
Search by keyword
Publication date (From - To) (DD/MM/YYYY)
Clear all filters
Filter by category
All
Finance Partners
Insurance Partners
Legal Partners
Marketing Partners
Outsourcing Partners
Systems and Technology...
Training Partners
Results (75)
Sort by: Newest
ringover
Ringover
19 May 2025
Devyce
Devyce
19 May 2025
INDIAN ELITES
Indian Elites
19 May 2025
COMPARE RECRUITMENT FACTORING
Compare Recruitment Factoring
16 May 2025
access
Access
14 May 2025
INFINITY STAFF GLOBAL
Infinity Staff Global
13 May 2025

TRN



TRN
Welcome
At a glance
Posts
Events
Groups
Content
Events
See more
TRN Content & Tools
HOW MONTREAL ASSOCIATES BUILT A GLOBAL TECH STAFFING...
15 July 2025 11:00 BST
The Recruitment Network
Roadmapping Your Business
15 July 2025 12:00 BST
The Recruitment Network
AI-Tech Connect: Insights from the ICO Report - Member Case Study
15 July 2025 15:00 BST
The Recruitment Network
London Rumble - Consultants with UNDER 3 years experience
16 July 2025 09:00 BST
TRN Content & Tools
Share
Home
People
Notifications
Messages
Menu
Search
12-week challenge
Session Seven
ASSESSMENT

4

new, absolute gamechangers coming live exclusively for TRN members between now and the start of the summer!

We are welcoming new members every month - come and join us.

Solo • Plus • Club • Enterprise

Members, book in now for your free 1:1 sales audit and Superagency sales strategy session

Sales is both an ART and a SCIENCE

You need to understand both.

The core principles of B2B sales have not changed...

- ✓ Sales is a numbers game.
- ✓ People buy when they trust you.
- ✓ You need to understand the buyer’s world better than they do.
- ✓ Problems get prioritised before solutions get purchased.
- ✓ People want to buy from you, they don’t want to be sold to.
- ✓ Perceived value is defined by the customer, not the seller.
- ✓ Buying decisions are emotional, then justified logically.
- ✓ Credibility is earned through proof of delivery, not marketing.

… but the wrapping has changed.

- ✓ Buyers do most of their research before speaking to suppliers.
- ✓ Buying decisions are made by groups, not individuals.
- ✓ Trust and credibility matter more than brand size.
- ✓ Content influences decisions as much as sales conversations.
- ✓ Sales is no longer linear - buyers use multiple channels.
- ✓ Price is important, but risk reduction is more important.
- ✓ Buying cycles are longer, with more pauses and restarts.
- ✓ Buyers want proof, case studies and data, not promises.
- ✓ Sales and marketing are judged on value, not persistence.

Notice how some of the things you used to do from a BD perspective just don’t seem to work as well anymore?

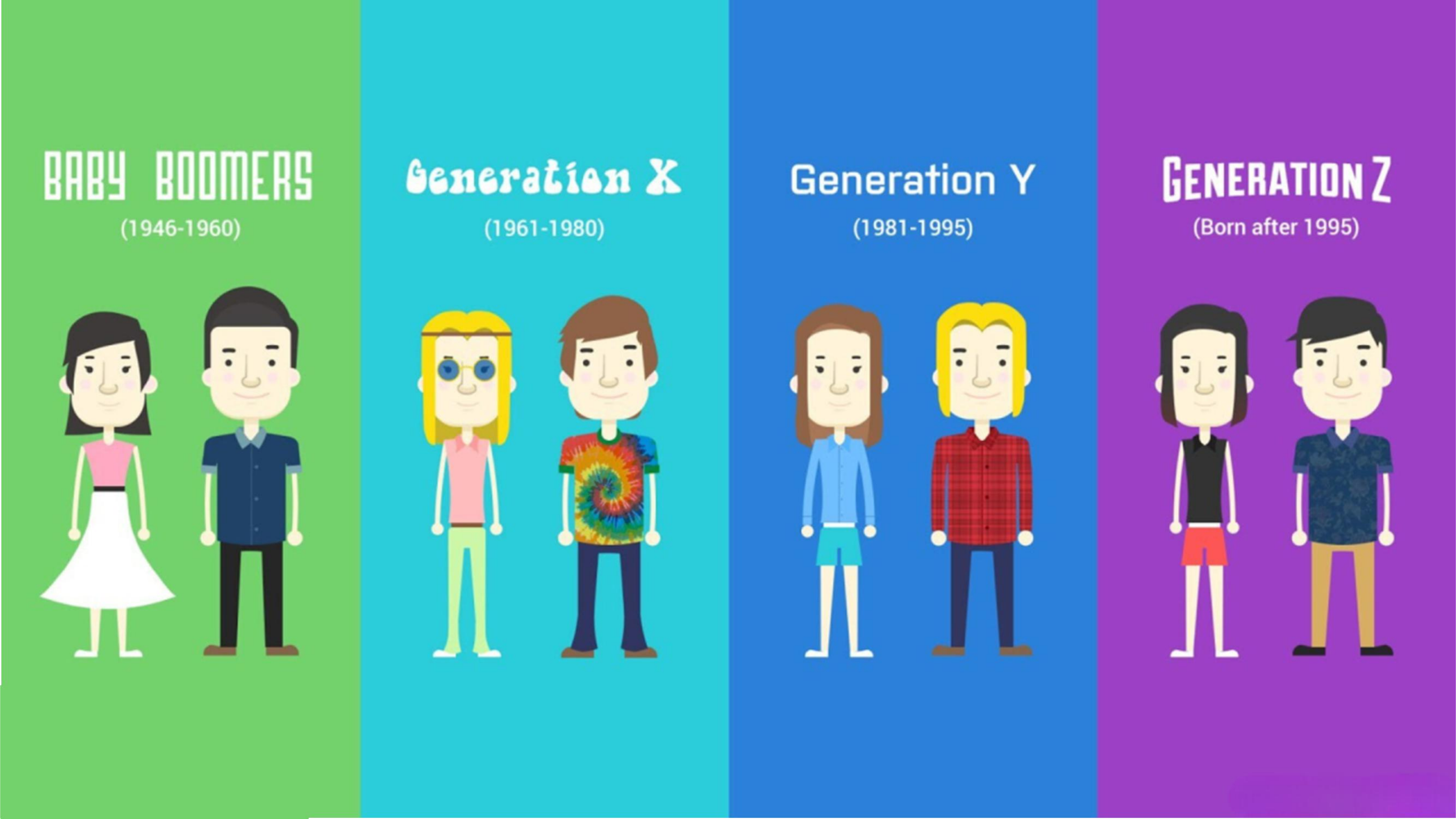
The buying process has changed (it had to), but the recruitment sales process hasn’t kept up with that change.


BOOKIN
Destination
Arrival
Departure
SEARCH

So, what is going on?


11:56
Incoming Call
Suspected Spam
Block Number


Ask Reason
for Calling
Please provide your
name and reason
for calling.
John Smith,
schedule delivery
Decline
Answer

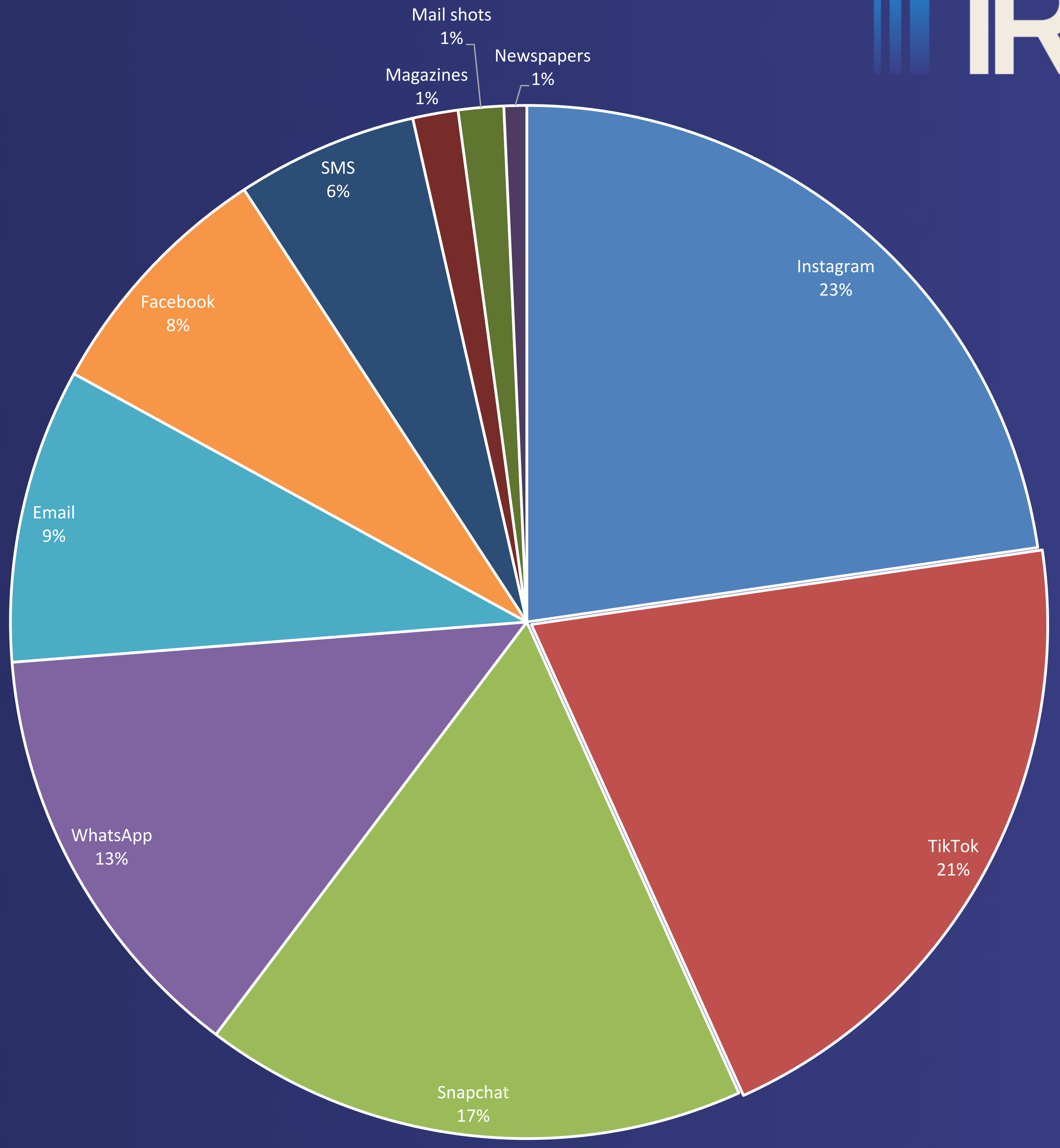

BABY BOOMERS
(1946-1960)
Generation X
(1961-1980)
Generation Y
(1981-1995)
GENERATION Z
(Born after 1995)

Which of the following channels do you use for your outreach?

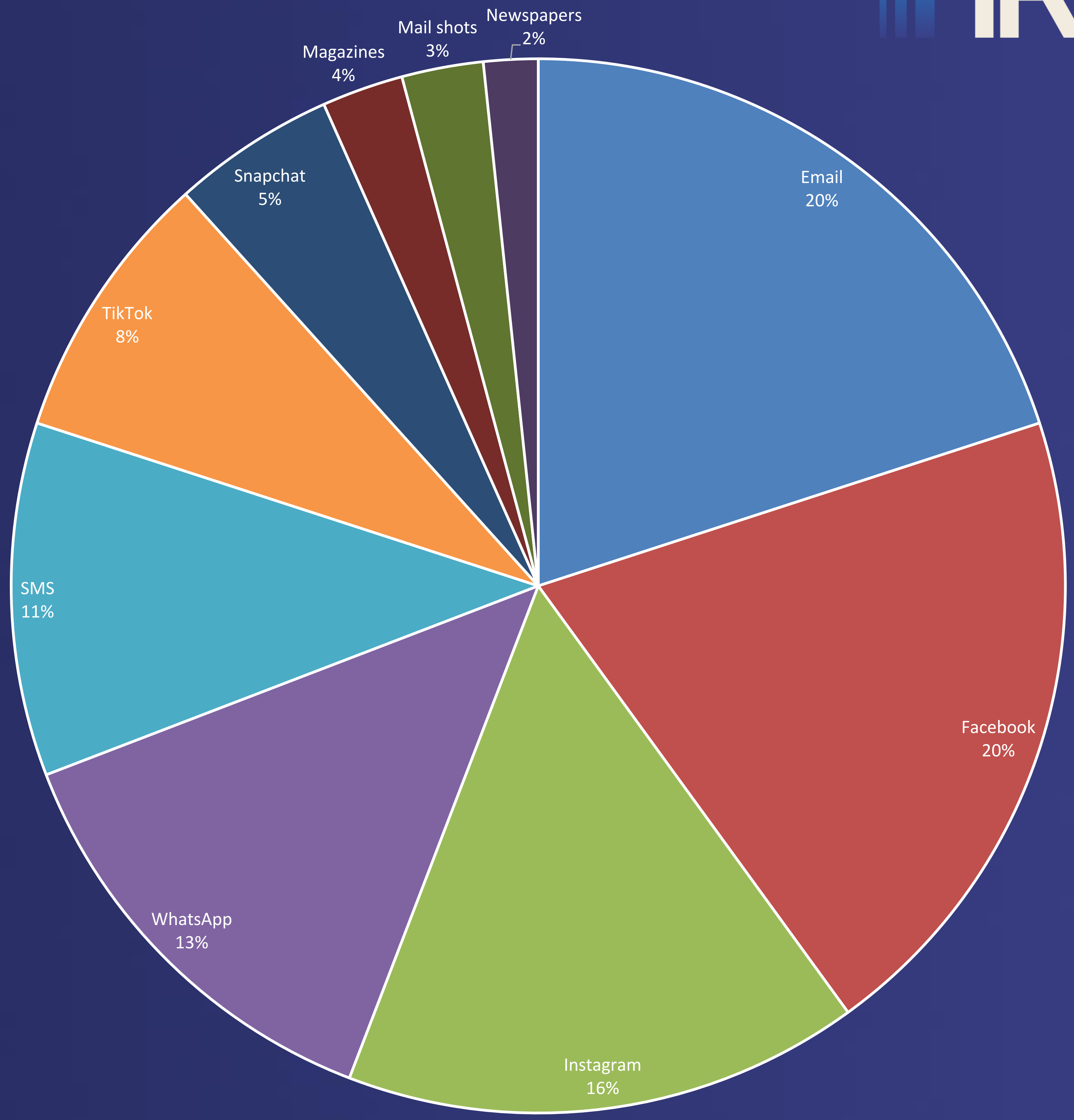

Tinder
Instagram
Twitter
WhatsApp
Pinteres
Facebook
Snapchat
Viber
gram
osenger

Which of the following channels are your ICPs using?

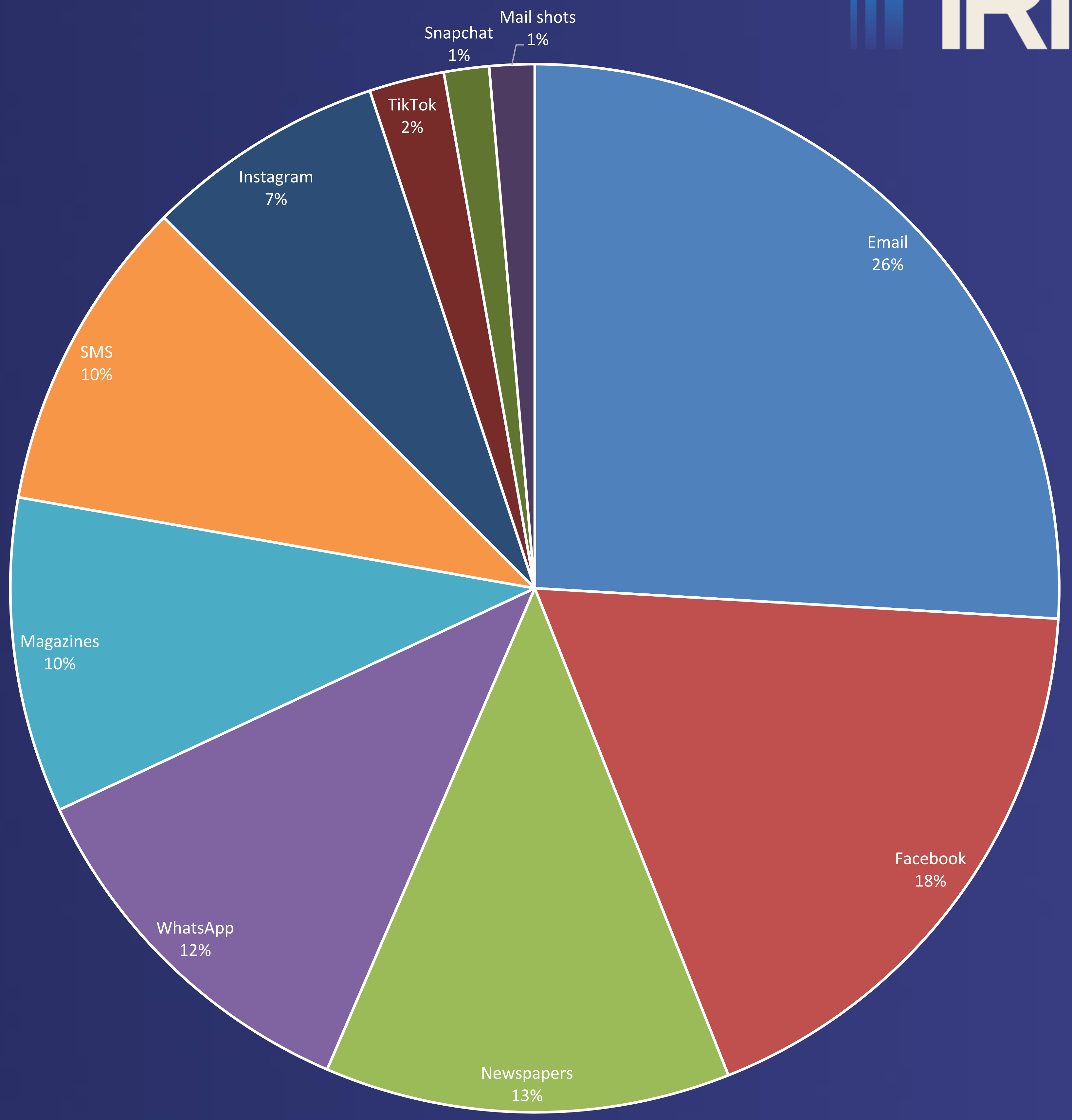
Where do 16–24 year-olds spend their time?



Where do 25–45 year-olds spend their time?



Where do 46+ year-olds spend their time?




TRN

Be famous for something

1. **We feel first, think second**

   People remember how you made them feel far more than what you actually said.

2. **Different beats better**

   Everyone claims quality, service and expertise - differentiation, not marginal superiority, creates memorability.

3. **Famous brands create stories**

   Word of mouth still beats advertising - give people a remarkable experience worth retelling.

“If you're famous for nothing, you're invisible.
If you're famous for something, people remember you, trust you and recommend you.”

Decide what you want to be famous for, and say it in one sentence.

- ✓ In one sentence: “What do we want to be famous for?” - test it against what clients actually say about you.
- ✓ Find and remove one thing your business does that is identical to every competitor's pitch.
- ✓ Design one deliberately remarkable moment in the client journey that people will actually talk about.

NO STRATEGY!

The Talent Reset

1

A reset, not a crisis

The labour market is changing rules, not collapsing - the challenge is how businesses evolve to stay relevant.

2

The talent paradox is real

Employers can't find the right people; candidates can't find the right jobs. Both are true - it's a matching problem.

3

Skills are replacing credentials

Adaptability, curiosity, learning agility and judgement now matter more than degrees or years of experience.

4

AI changes jobs, not headcount

Very few roles disappear entirely - almost every role evolves. Helping people reskill matters as much as hiring.

5

Learning is a commercial edge

Organisations that learn faster than they change will outperform - learning culture is now business infrastructure.

6

Leadership is the real differentiator

The biggest challenge facing organisations isn't AI. It's whether leaders can navigate uncertainty well.

The Talent Reset

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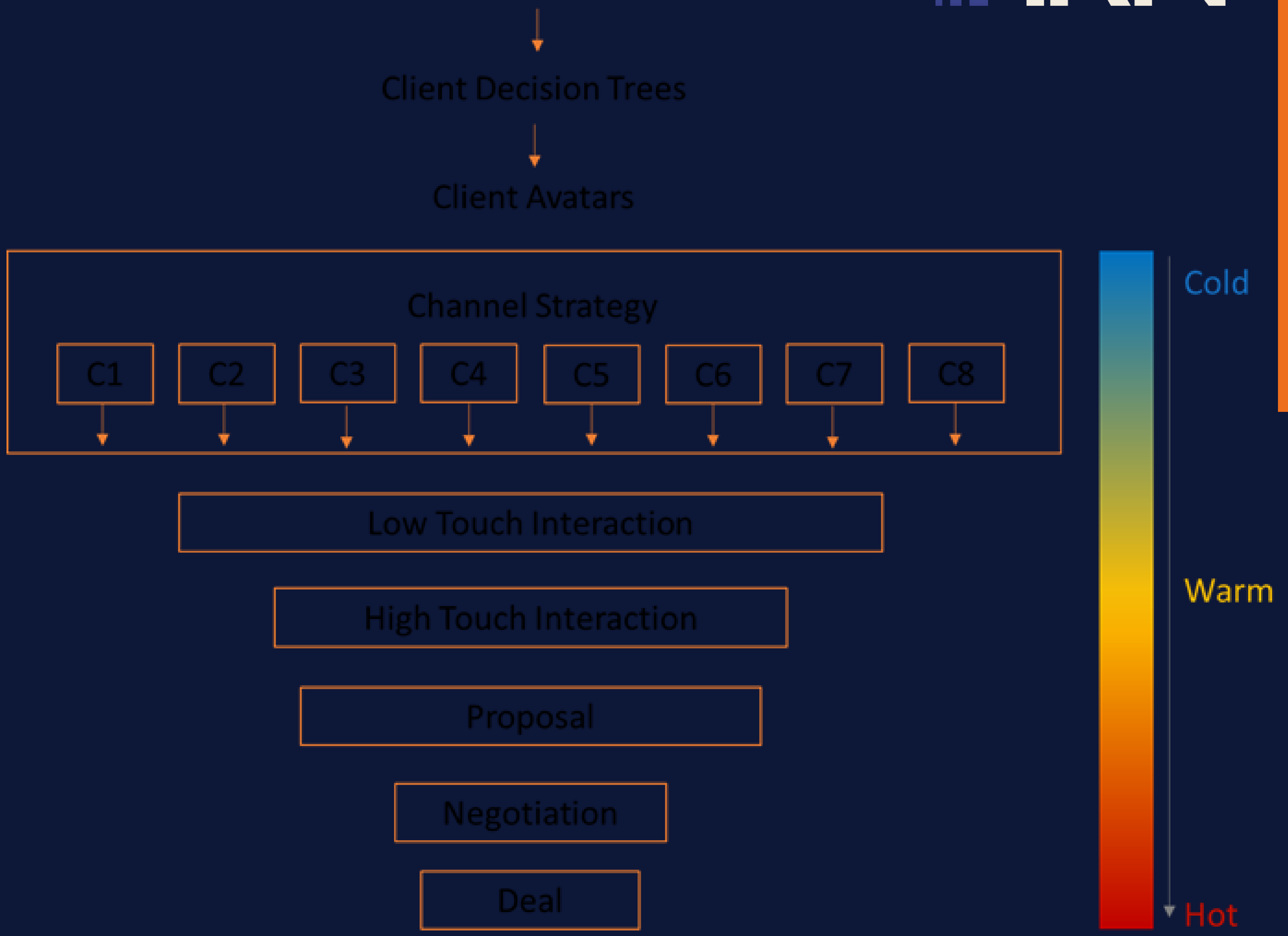
The biggest challenge facing organisations isn't AI. It's whether leaders can navigate uncertainty well.

How many prospect customers are you and your recruiters in front of every week?

CASE STUDY: London Recruitment Business, 14 FTEs



CASE STUDY: London Recruitment Business, 14 FTEs

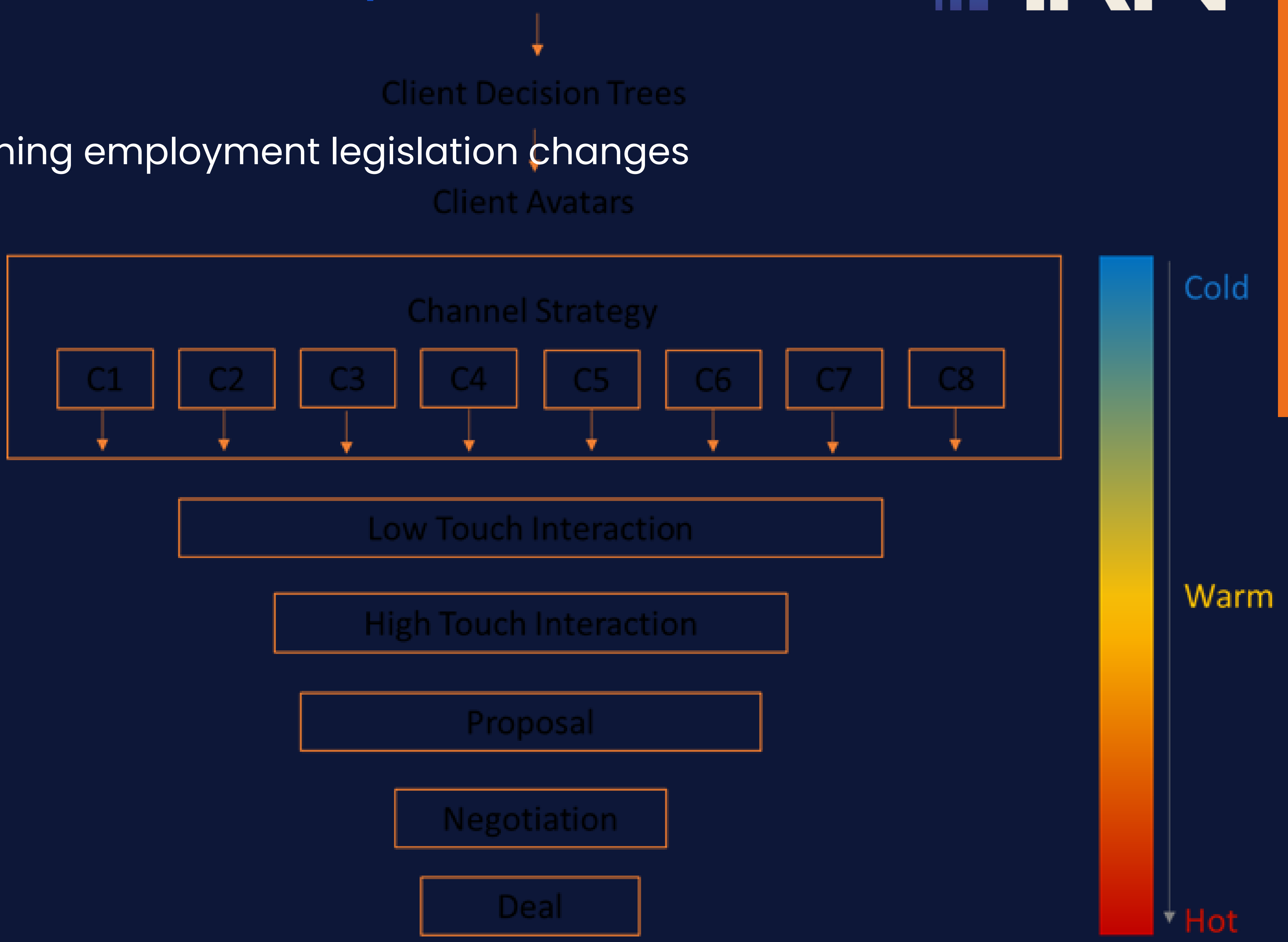
Generate Interest

Share insights and generate Interest on upcoming employment legislation changes

↓

Call 2 Action: Invitation to Roundtable

↓



CASE STUDY: London Recruitment Business, 14 FTEs

Generate Interest

Share insights and generate Interest on upcoming employment legislation changes

↓

Call 2 Action: Invitation to Roundtable

↓

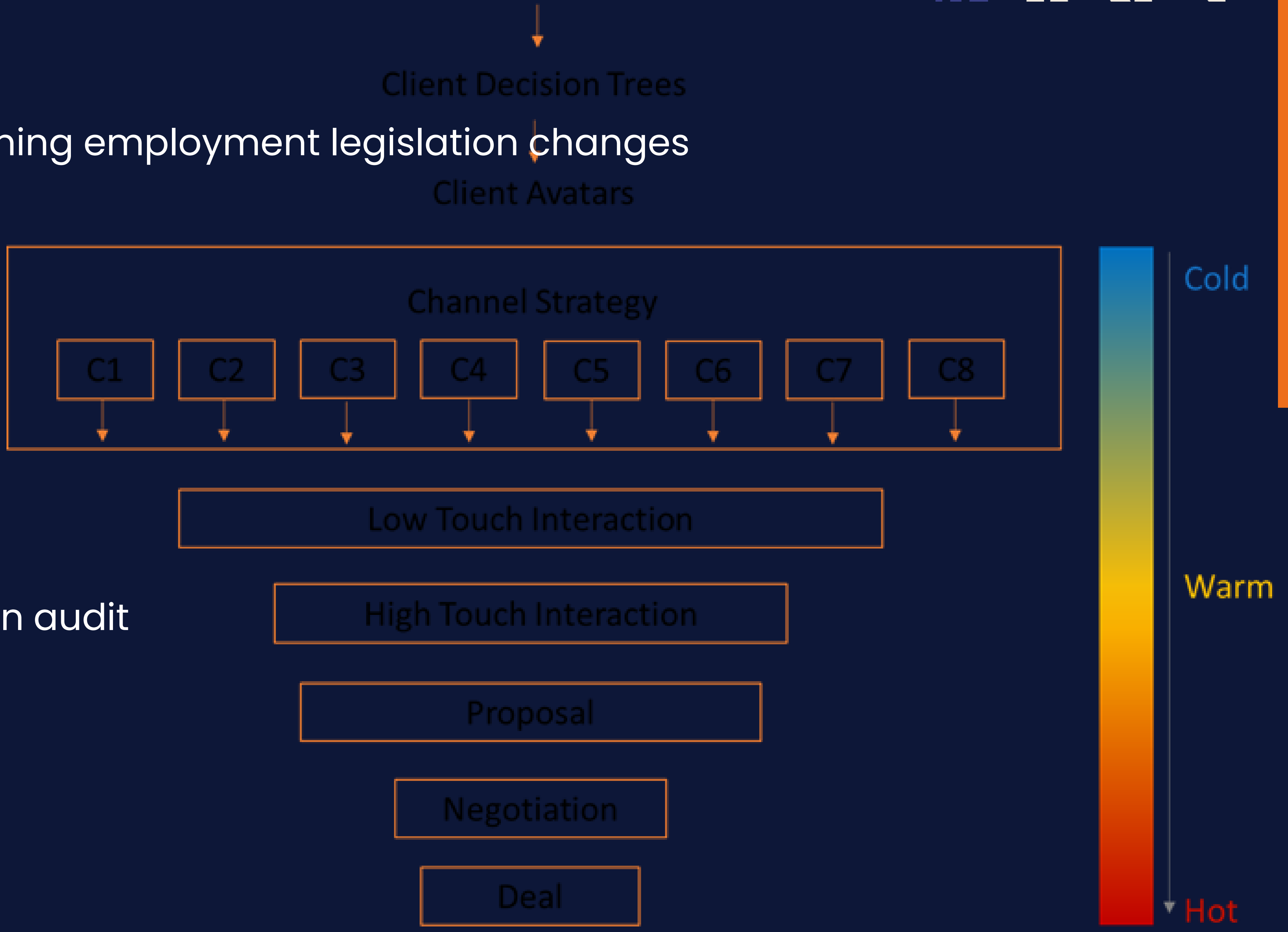
Roundtable (132 prospects)

Create urgency with content and expert

↓

Call 2 Action: 1:1 meeting to complete legislation audit

↓



CASE STUDY: London Recruitment Business, 14 FTEs

Generate Interest
Share insights and generate Interest on upcoming employment legislation changes

↓

Call 2 Action: Invitation to Roundtable

↓

Roundtable
Create urgency with content and expert

↓

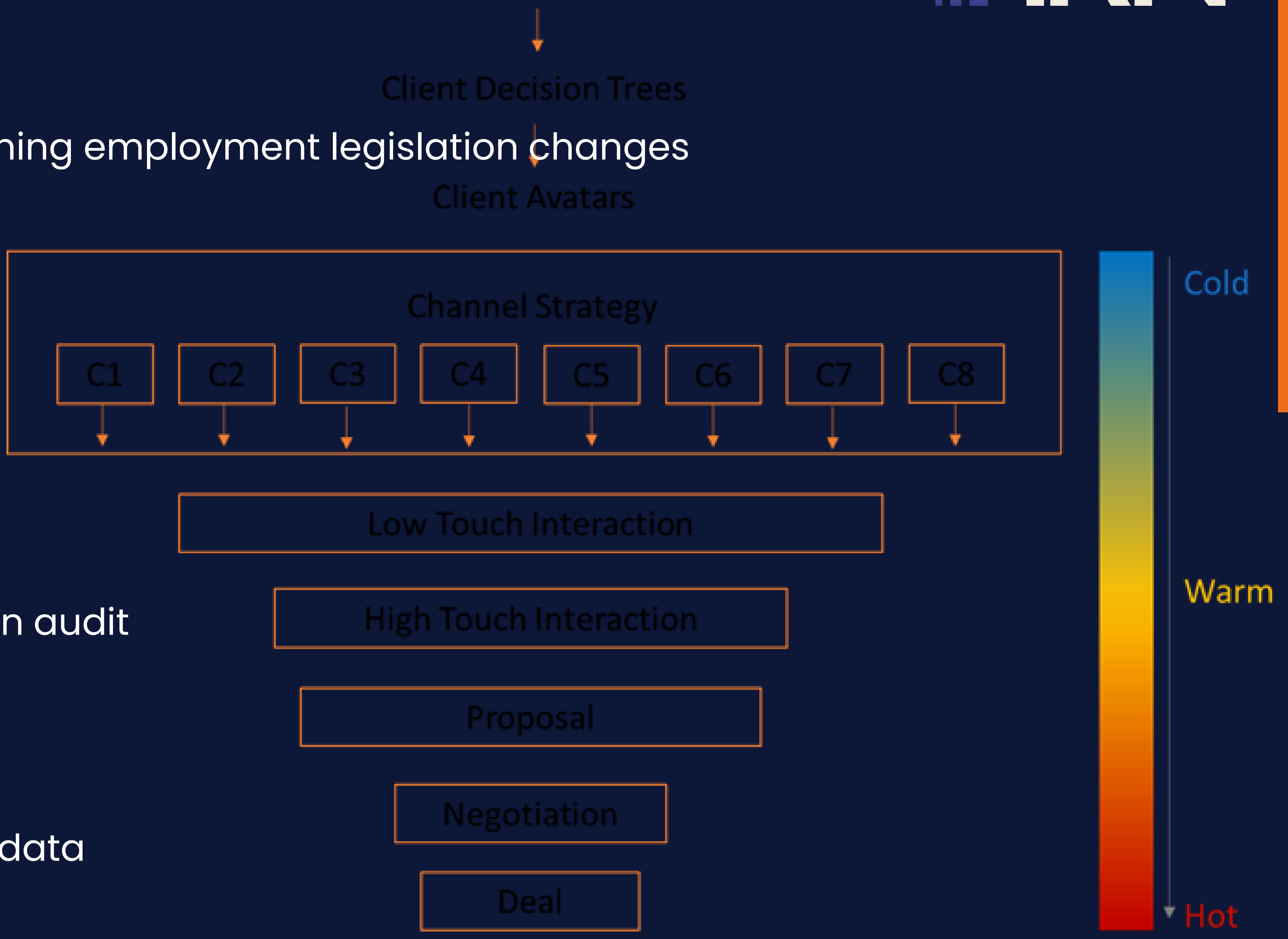
Call 2 Action: 1:1 meeting to complete legislation audit

↓

1:1 Meeting (41 prospects)
Add value by sharing outputs and comparing data

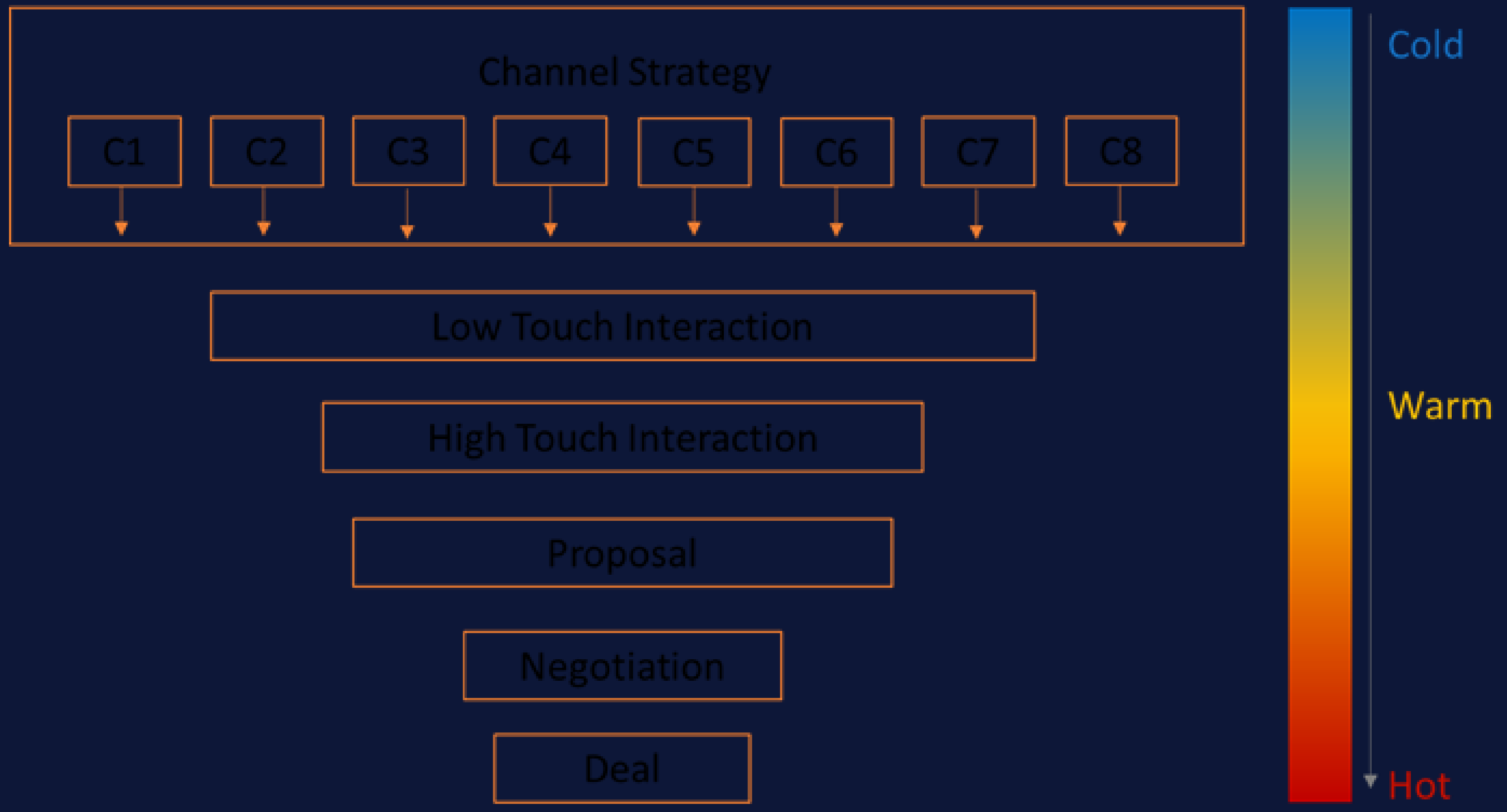
↓

Call 2 Action: talent planning conversation



So, how do you get in their boardrooms?

omnichannel



Value • Visibility • Velocity

Flip the narrative.

The question is not…

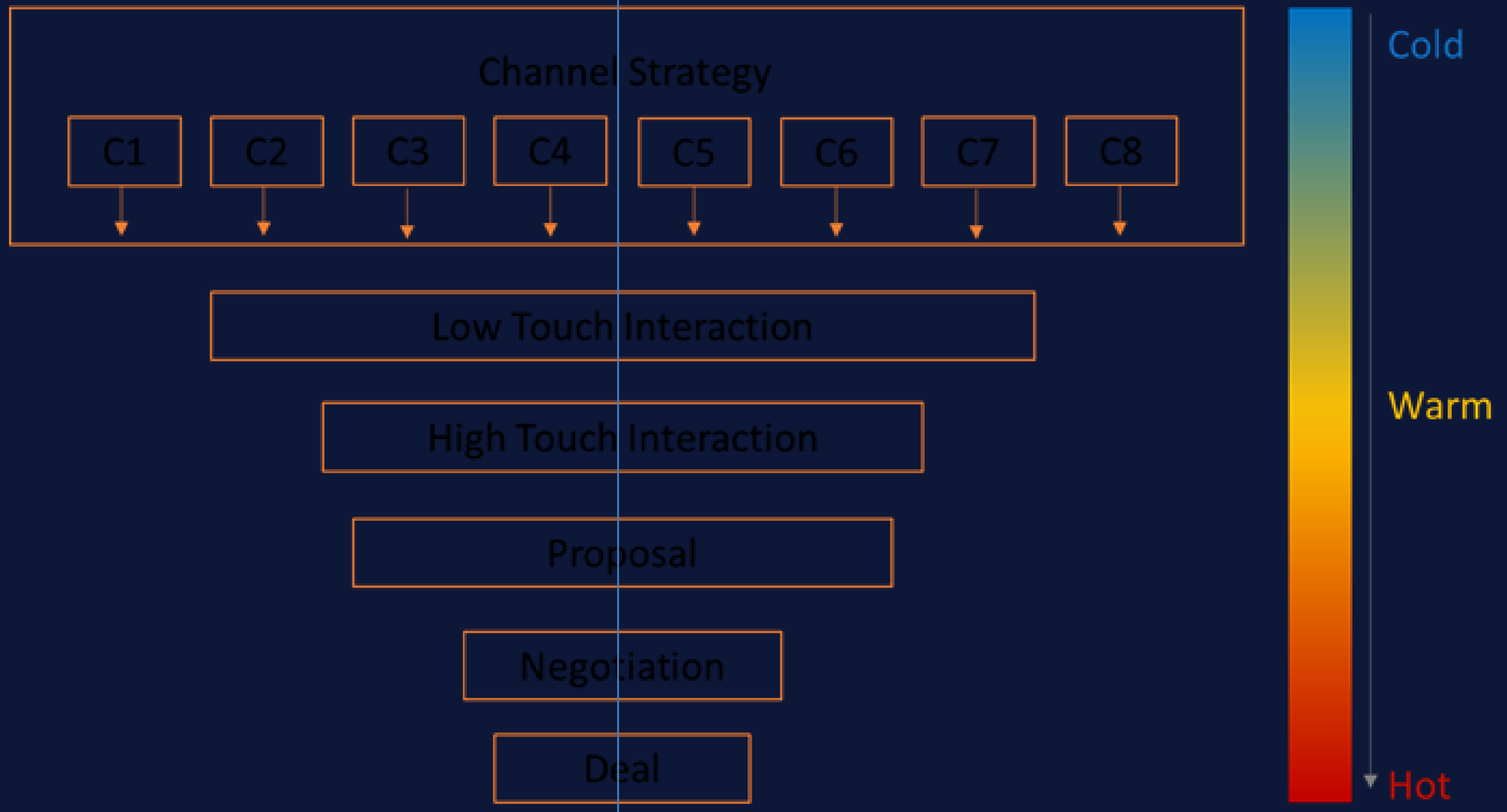
…how can I sell to my ICP, but…

…how can I get my ICP to *want* to buy from me.

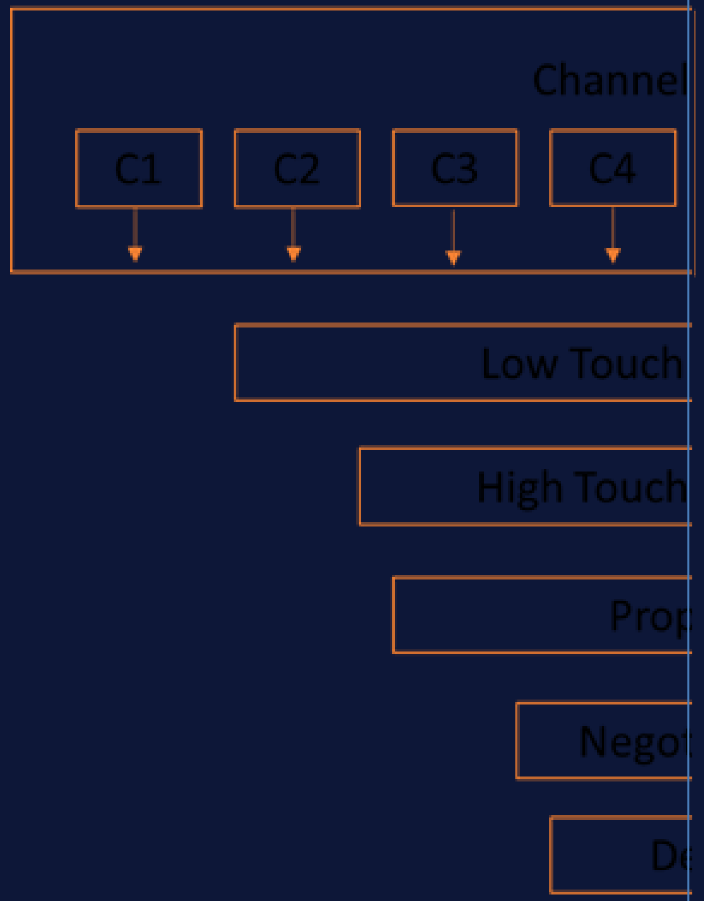
(there is a huge difference)

Outbound

Inbound



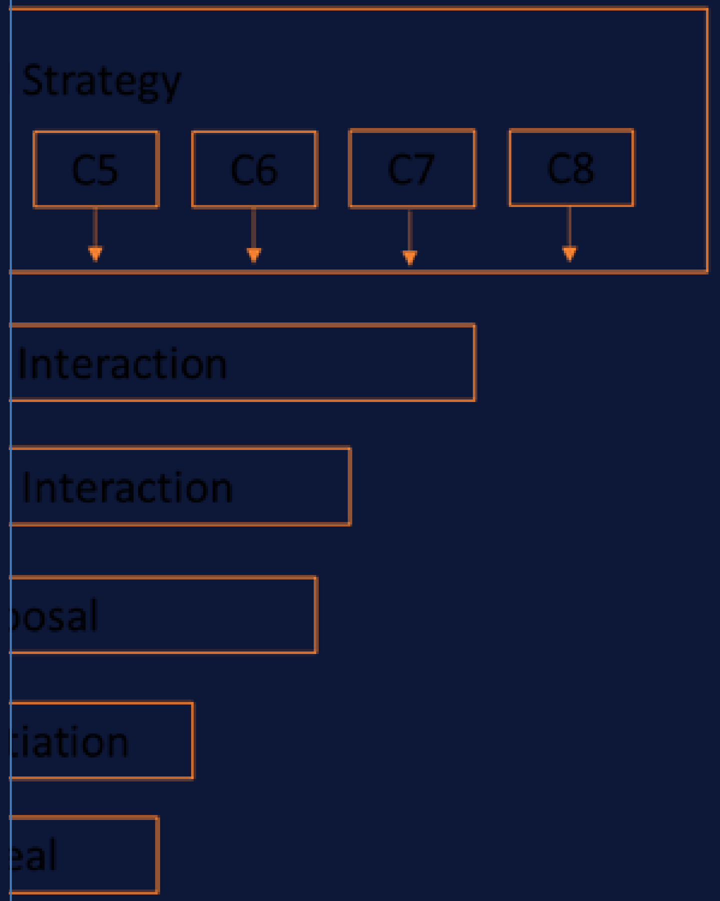
Outbound



Cold Calling
LinkedIn – direct outreach
Email marketing
Pre-Ad chasing
Google Advertising
Reverse Marketing (The “Bench”)
X / Threads
Partner channel
LinkedIn Advertising
SEO
YouTube

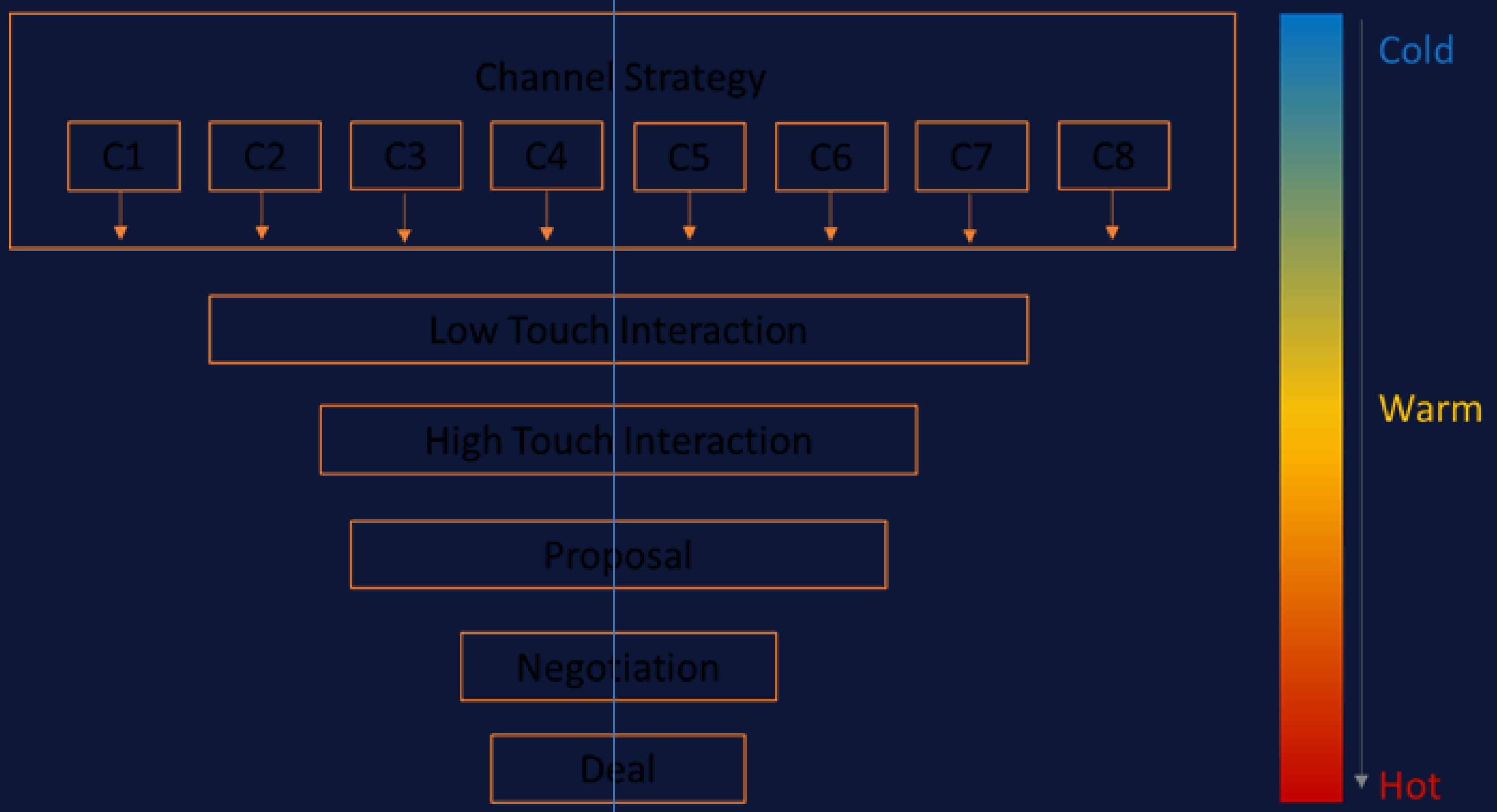
Inbound

LinkedIn – networking
Instagram – community building
Facebook – community building
Events – internal and external
PCCs – Placed Candidate Campaigns
Partner channel
Community Platform
Online Roundtables
Podcasts
Referral programmes
SEO and AI SEO



Outbound

Inbound



omnichannel

LinkedIn – networking
Instagram – community building
Facebook – community building
Events – internal and external
PCCs – Placed Candidate Campaigns
Partner channel
Community Platform
Online Roundtables
Podcasts
Referral programmes
SEO and AI SEO

Cold Calling
LinkedIn – direct outreach
Email marketing
Pre-Ad chasing
Google Advertising
Reverse Marketing (The “Bench”)
X / Threads
Partner channel
LinkedIn Advertising
SEO
YouTube

Value • Visibility • Velocity

Let’s look at the research from our customers...

Insights from 137 TA leaders

Recruitment is not disappearing.

Average recruitment is.

Only **3%** of TA leaders said agencies provide limited value.

What has changed?

1 — Clients are not abandoning agencies - they are choosing fewer, better partners.

2 — Internal TA is not the enemy - it is the buyer and your future partner.

3 — Value has moved upstream: insights and unique access to specialist talent now matter as much as CV flow.

“The future isn't about fewer agencies. It's about fewer relationships.”

Source: Talent Insights – research with 137 TA leaders.

This is a list of key priorities for HR professionals this year, in order.

What is your recruitment business doing right now, to help them navigate this list?

HR priorities are not a list - they are buying triggers

- Talent shortages
- Upskilling
- Redeployment
- Rethinking the employee value proposition
- Skills and personality assessment
- Developing the employee experience
- Re-engaging the workforce
- Attracting talent to the enterprise
- Creating purpose-driven work / workplaces
- Strengthening leader-employee relationships

- Building flexible work models
- Retention
- Engagement
- Diversity, equity, inclusion
- Managing uncertainty
- Focus on employee health / well-being
- Workforce planning
- Access to high quality talent pools
- Learning and Development
- Blended AI / Human Org Strategies

Translate every HR priority into one of four buyer outcomes: reduce risk, increase speed, improve quality or create strategic opportunity.

ARE YOU RELEVANT?!

Clients are consolidating around relationship quality

Your objective is to move up the ladder before the next supplier review.

01	**Supplier**	Responds to role, fee, speed and CV flow.
02	**Specialist**	Owns a hard-to-reach talent niche or market.
03	**Adviser**	Brings insight, salary data and competitor context.
04	**Partner**	Understands strategy, EVP, capability gaps and risk.

Fewer suppliers. Deeper relationships. Higher standards.

Relationship audit

Choose one existing client. Score the relationship honestly.

Access	Who do we have relationships with beyond the hiring manager?	1 2 3 4 5
Positioning	Are we a key part of their strategic plans, or just a supplier of a service?	1 2 3 4 5
Evidence	What measurable ROI have we delivered in the last 90 days?	1 2 3 4 5
Differentiation	Would they choose us over two credible alternatives?	1 2 3 4 5
Momentum	Do we have planned our next value-adding moment of truth?	1 2 3 4 5

Instruction: if you score 3 or below, write one action that creates value before asking for a vacancy.

Great partners create value before a role exists

The strongest agency relationships are built in the gaps between vacancies.

- **Market mapping** — Where talent sits, who moves and what their competitors are doing.
- **Salary intelligence** — Pay ranges, flexibility signals, worker behaviours and trade-off realities.
- **EVP positioning** — What candidates will believe, challenge or ignore.
- **Hiring strategy** — Role design, process friction, assessment and AI impact.
- **Risk sensing** — Where scarcity, attrition or capability gaps may hit delivery.

A vacancy is often just one of the outcomes of the conversation, not the only outcome.

Clients want insight, not just candidates

Turn market knowledge into products that help TA leaders make better decisions.

Talent pool reality check	Where candidates are, what they earn, what would move them.
Competitor hiring radar	Who is hiring, what they are offering, how they are positioning roles.
Process friction review	Where good candidates drop out and how to tighten decision speed.
EVP candidate test	What your offer sounds like to the market - believable, bland or broken.

Sell the impact you can make to the above and how you can give the client a strategic decision advantage.

Stop selling pretty brochures!

TA Pressures that drive opportunity

Buyers need help where internal TA is stretched, uncertain or under-informed.

1. Hard-to-reach talent

Specialist search, community access, discreet approaches, passive talent engagement.

Best when the talent problem is scarce, niche or high-impact.

2. Intelligence & advisory

Salary, competitor, location, EVP and process insight packaged as decision support.

Best when leaders need confidence before committing budget.

3. Embedded / project support

Sprint capacity, hiring pods, direct sourcing, process improvement or campaign delivery.

Best when TA has volume, urgency or transformation pressure.

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sentiment data meets
market data meets
benchmarking data meets
economic data meets
strategy

RevOps

Let's keep it real, this is just a new term for doing sales the right way in today's market!

The 12 Hiring Triggers Every Recruiter Should Monitor

Contact a client at the right moment - and you're not an interruption. You're a solution.

PE Investment / Acquisition	VERY HIGH	Product Launch / New Business Line	HIGH
New CEO / MD Appointment	HIGH	Rapid LinkedIn Headcount Growth +10%	HIGH
Contract Win / Major Announcement	VERY HIGH	Regulatory Change	MEDIUM-HIGH
Funding Round (Series A/B/C)	VERY HIGH	Poor Glassdoor Signal	MEDIUM
Office Opening / Expansion	HIGH	Restructuring Programme	MEDIUM-HIGH
Senior Leadership Departure	HIGH	IPO Preparation	HIGH

Finding clients before they know they need you.

1 Office lease signed

Company takes new space → headcount expansion incoming.
You call before the brief is written.

2 Series B funding round

Startup raises capital → immediate hiring surge across tech, sales, ops.
You're first in.

3 Senior exec appointment

New CTO / CFO / CMO → they always rebuild the team as part of their new remit.
You get to help make them look good!

4 Competitor redundancies

Rival announces layoffs → motivated, experienced talent available and on the market.
You get candidate exclusivity.

SPOTLIGHT - CHARLIE, THE HIRING TRIGGER AGENT

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You get candidate exclusivity.

Charlie – the office lease agent Auto

Charlie – the office lease agent

By James Osborne

Identifies hiring triggers from my ICP

Ask anything

10000 chars

Charlie – the office lease agent Auto

Charlie – the office lease agent

By James Osborne

Identifies hiring triggers from my ICP

London leases

10000 chars

London leases

Here are **5 recent London office lease signals (≤90 days)** that could indicate **hiring growth or relocation triggers**—useful for agency outreach before competitors. I've included the tenant, building, size (if known), and why it's a trigger.

---

1. Herbert Smith Freehills Kramer – 268,000 sq ft HQ lease

- Tenant: Herbert Smith Freehills Kramer
- Building: 8 Exchange Square
- Size: **268,000 sq ft**
- Lease length: **21 years**
- Move date: **2030**

Trigger:

- Major consolidation move (Canary Wharf → Broadgate)
- Post-merger HQ for combined firm
- Bringing teams together from multiple offices

Why it matters for recruitment:

- Law firms usually **scale hiring before HQ relocations**
- Likely hiring across **legal, operations, and support staff**

F N London

2. Visa – European HQ lease

- Tenant: Visa Inc.
- Building: 1 Canada Square
- Size: **~190,000 sq ft across 11 floors**

Trigger:

- New **European headquarters**
- Large footprint expansion

Why it matters:

- HQ moves typically precede **regional hiring growth**
- Expect hiring in:
  - fintech
  - payments
  - regulatory
  - product teams

avisonyoung.co... +1

✅ BBVA — Canary Wharf expansion

- **Building:** Canary Wharf estate
- **Size: ~250,000 sq ft**
- **Sector:** Banking / financial services

Prospecting angle:

- Banks expanding into London usually add **investment banking, fintech partnerships and compliance teams** shortly after leasing.

Reuters

✅ Zopa — HQ move to Canary Wharf

- **Sector:** Fintech / digital banking
- **Location:** Canary Wharf
- **Trigger:** HQ relocation to support growth

Prospecting angle:

- Fintech HQ relocations almost always coincide with **engineering + product hiring waves**.

Reuters

✅ Patterns worth targeting right now (London office leasing):

- **Fintech & crypto:** Ripple, Zopa
- **Banks expanding footprints:** HSBC, BBVA
- **Global HQ consolidations:** Visa

Financial services accounted for **~34% of Central London office take-up**, making it the biggest tenant group. The London Eco...

Manchester Office Lease Trigger List

1. Canopius Group – Tech Hub Expansion



Company: Canopius Group
Building: 100 Barbirolli Square
Lease size: ~13,500 sq ft
Lease length: 10 years
Use: Data + technology hub

Hiring trigger

- Data science
- insurance analytics
- digital underwriting teams

Who to call

- COO
- Head of UK Operations
- Head of Data / Technology

Reason

Tech hubs normally scale **quickly after lease completion**.

---

2. Lewis Silkin – Manchester Expansion



Company: Lewis Silkin
Building: Trinity Manchester
Lease size: ~8,000 sq ft
Lease: 10 years

Hiring trigger

- Employment lawyers
- support staff
- litigation teams

Who to call

- Managing Partner (Manchester)
- Operations Director

Reason

Office **4× larger than previous space** → expansion strategy.

---

3. Co-operative Bank – HQ Expansion



Company: The Co-operative Bank
Building: One Balloon Street
Additional space: ~15,500 sq ft

Hiring trigger

- operations
- customer services
- banking tech

Who to call

- Head of Workplace
- Property Director

Reason

Banks often **expand space before hiring waves**.

---

4. TDC – New Manchester Investment Office



Company: TDC
Building: 55 King Street
Size: ~3,300 sq ft

Hiring trigger

- investment analysts
- deal teams
- finance support

Who to call

- Partner / Managing Director
- COO

Reason

Private credit firms typically grow **deal teams after opening regional offices.**

TRACTION

4 Week AI Development and Coaching Programme

TRN

Remember, sales is as much about increasing the value of your existing customer base as it is about building new pipeline.

You need to do both really well!

OPERATION GOLDMINE

(the low hanging fruit)

Here's how Laura Clark at OA Group found £7m worth of business sitting WITHIN their client base, using Operation Goldmine...

1. They graded their clients based on spend from A through to E.

2. They mapped 2023 spend vs 2024 and highlighted any key accounts that were down.

3. They identified clients that were sitting within C, D and E and reached out to them, finding out their 2025 business plans and how they could potentially add value.

4. They asked about referrals, different sites, different departments, different hiring managers and started mapping out the business.

5. They visited the top 25 clients that they believed they could do more with.

Laura Clark 🚀 • 1st
CEO of OA Recruitment Solutions. Partnering with clients that want to do re...
Visit my website
1mo •

Here's how we found £7mill worth of business sitting WITHIN our client base.

I genuinely believed we knew where the business was within our client base but the truth is; we did NOT.

So if this post helps one other business today - then I am happy with that.

8 weeks ago, myself, Karen Dobson and Natasha Holek MREC CertRP set off on a mission to map out all of our current and lapsed client recruitment spend within our service offering.

Here are the simple steps we followed to uncover £7 million pounds worth of spend we DIDN'T have;

1. We graded our clients based on spend from A through to E

2. We mapped 2023 spend vs 2024 and highlighted any key accounts that were down

3. We identified clients that were sitting within C, D and E and reached out to them, finding out their 2025 business plans and how we could potentially add value

4. We asked about referrals, different sites, different departments, different hiring managers and started mapping out the business

5. We visited the top 25 clients that we believed we could do more with

And then we added it all up together.

It's a bitter sweet exercise - GREAT news for 2025 now being able to form a concrete plan around our account growth and offering.

But just look at how much business we left on the table.

The next step is monitoring, tracking and most importantly CELEBRATING the growth - therefore, going into 2025 - we are on a mission to be the best partner we can to all our existing and NEW clients and truly understanding what opportunities we have right under our nose.

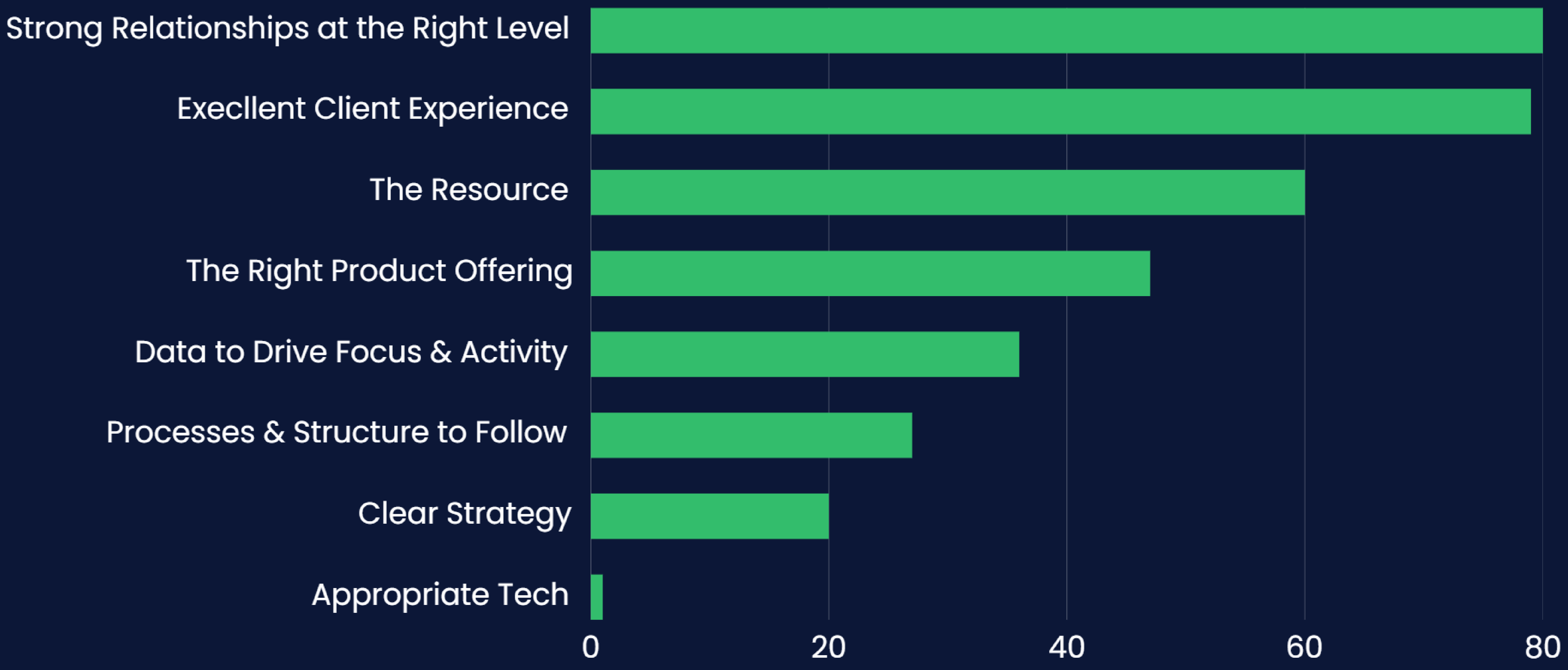
Don't sit on business like we have this year, go get it in 2025.

(P.S Thank you to James Osborne who first sparked this project within "Operation Goldmine" - if I don't mention him, I will be in big trouble).

You and 115 others 26 comments • 2 reposts

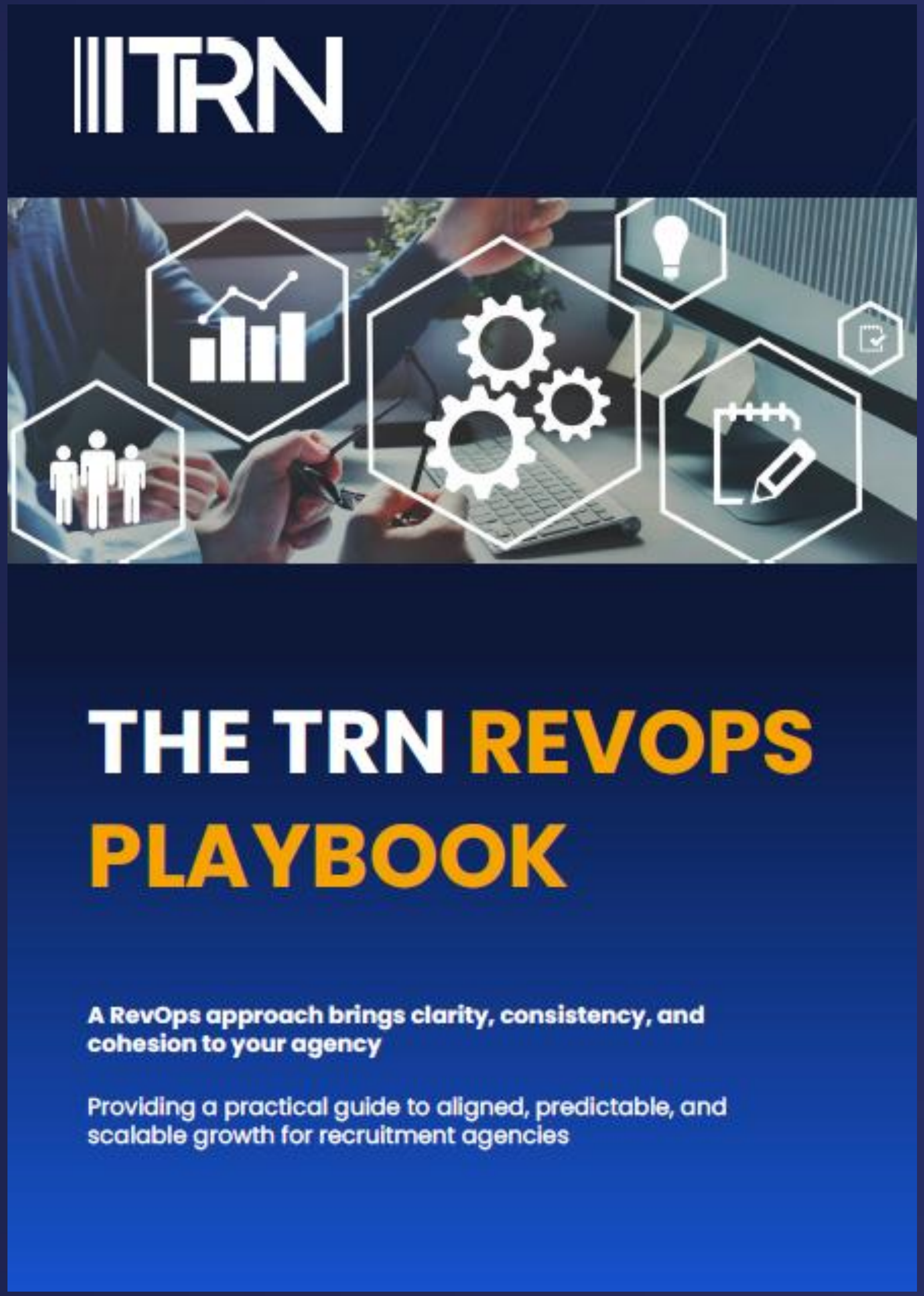
Celebrate Comment Repost Send

POLL RESULTS: *One particular* ***STRENGTH*** *when it comes to Account Management*



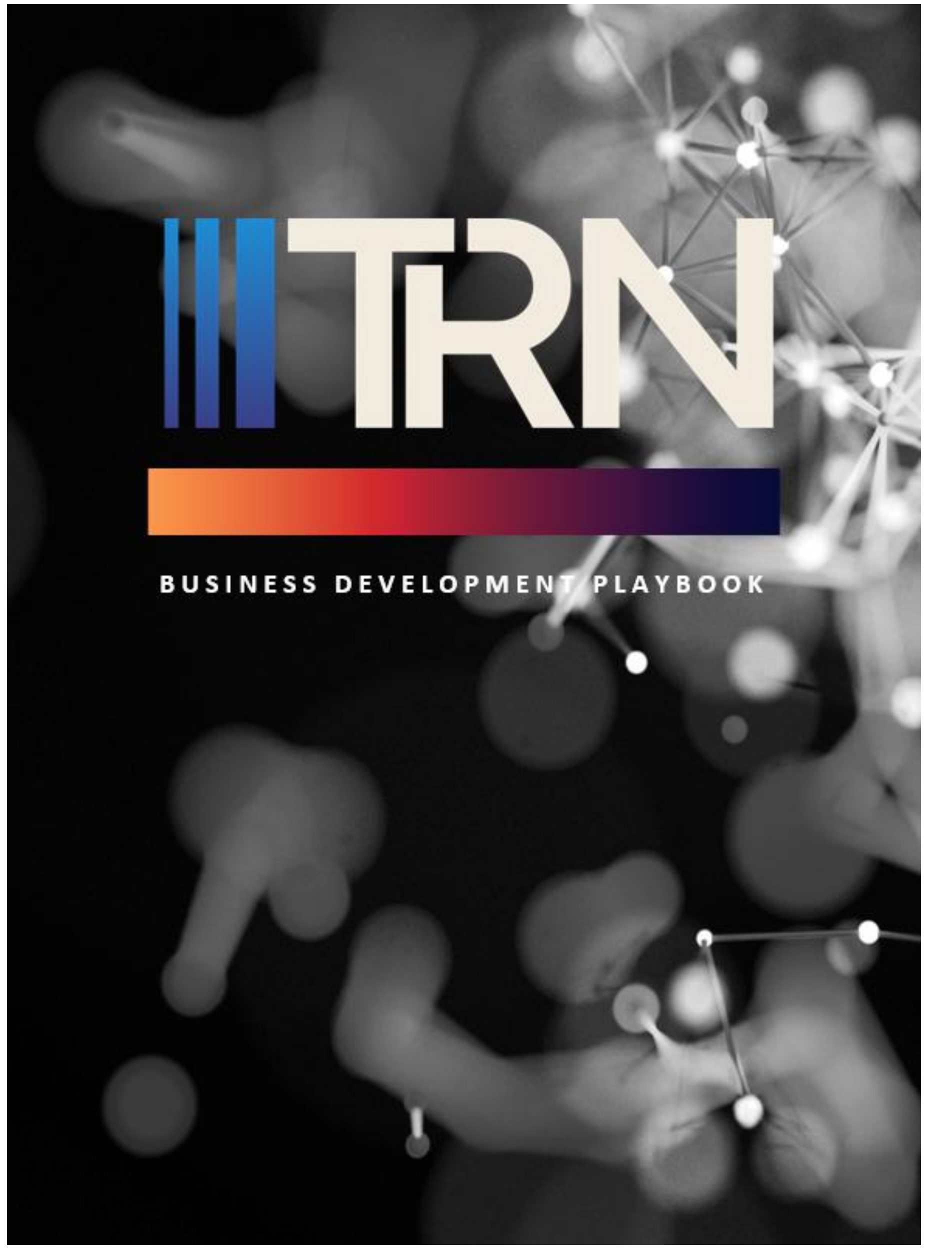
POLL RESULTS: *One particular **WEAKNESS** when it comes to Account Management*

The TRN RevOps Playbook

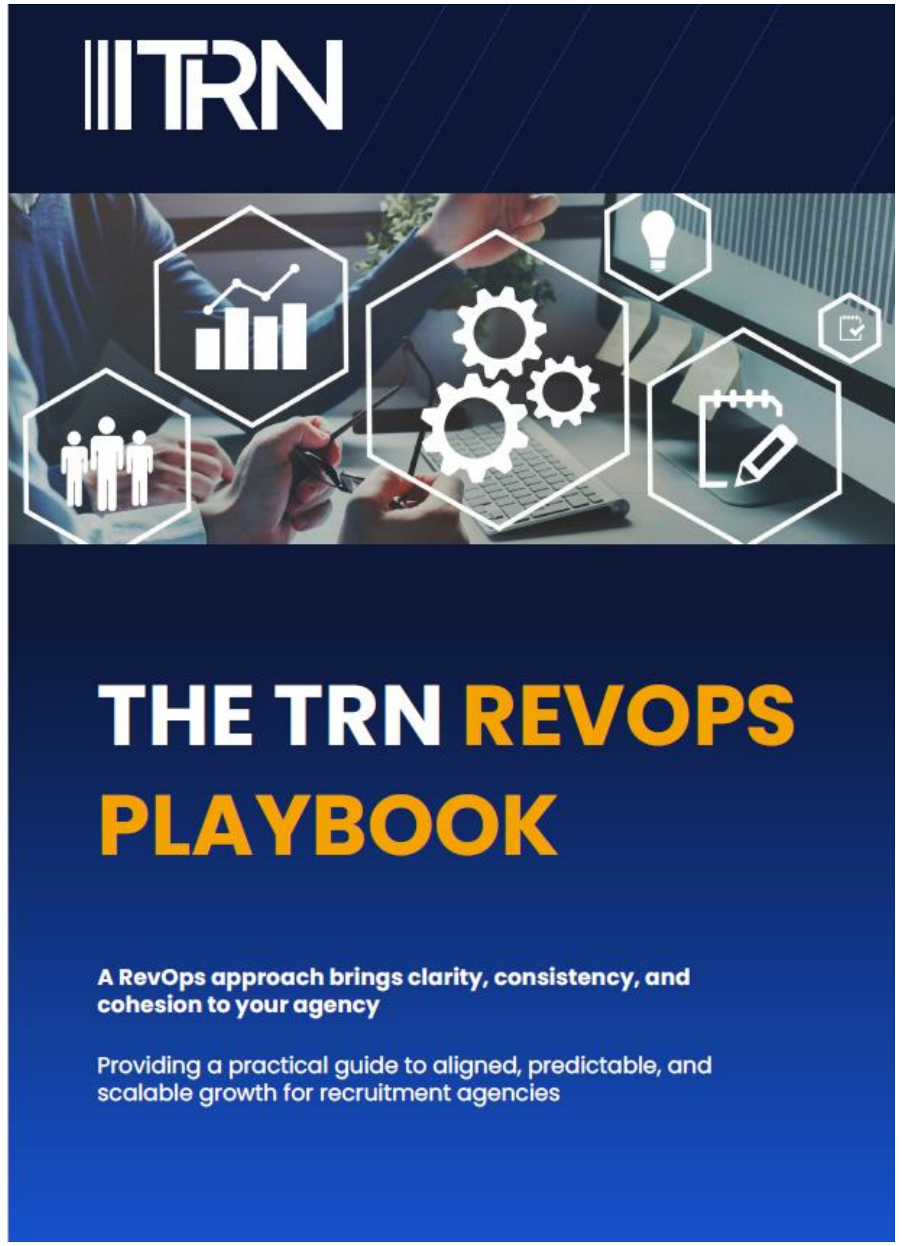


The playbook emphasises a shift from a linear "funnel" to a continuous "flywheel" model (**Attract, Engage, Delight**) that focuses on building momentum and continuous improvement beyond initial placement.

It outlines some core pillars to consider such as, **process alignment, smart use of technology, data-driven decision-making**, and **shared accountability** for revenue, all designed to break down silos and unify growth efforts.

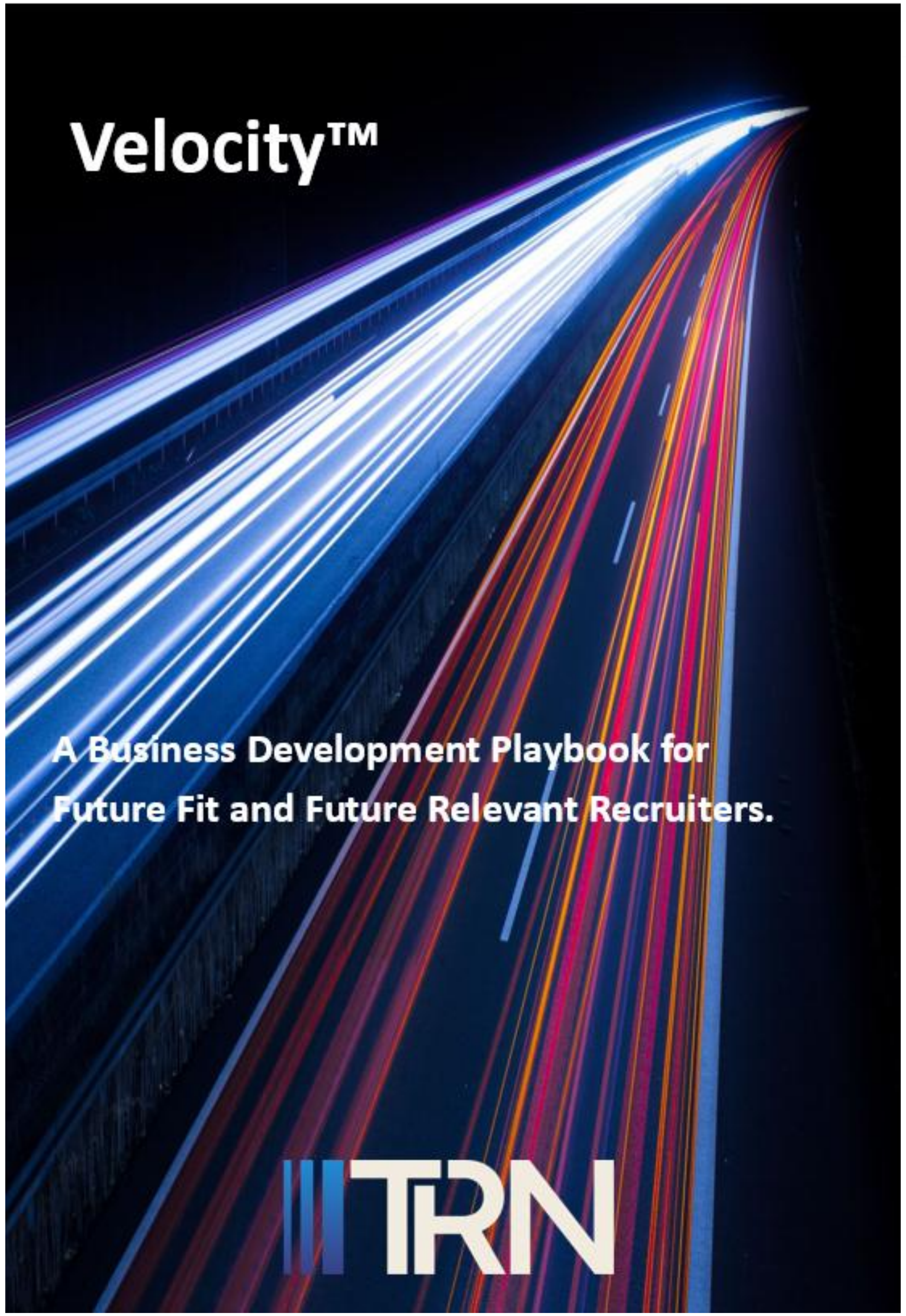


2024



2025

New for 2026



The RevOps Audit	
This audit helps recruitment leaders evaluate how effectively their business is implementing RevOps principles. Use it to identify gaps in alignment, technology, process, and accountability.	
TRN	*1 = Strongly Disagree* *5 = Strongly Agree*
1. Strategy & Alignment	**0**
Our agency has a clear Go-To-Market strategy aligned across BD, marketing, and delivery.	
We have defined ideal client and candidate profiles that guide all outreach and engagement.	
Our growth goals are understood and owned by all teams, not just BD.	
Cross-functional planning is part of how we operate, not a once-a-year event.	
2. Process & Workflow Integration	**0**
We've mapped the entire client and candidate journey using the Flywheel (Attract, Engage, Delight).	
There are clear workflows that guide how leads are handed from marketing to BD to delivery.	
Internal handoffs are seamless, with no duplication or confusion.	
Everyone knows where they fit in the revenue-generating process.	
3. Technology & Automation	**0**
We use a CRM that all teams consistently update and refer to.	
Automation helps us reduce admin and focus on high-value work.	
Our tech tools (CRM, ATS, comms) are integrated and support collaboration.	
We use AI or data-driven tools to qualify leads and improve targeting.	
4. Data, Metrics & Forecasting	**0**
We track KPIs that matter (conversion rates, velocity, forecast accuracy, etc).	
Our data is reliable, accessible, and used in decision-making.	
Teams review performance data together regularly.	
We can predict revenue with reasonable accuracy.	
5. Team Collaboration & Revenue Ownership	**0**
There's a shared language and understanding of how revenue is created.	
Teams hold joint retrospectives or review meetings.	
Success is measured collectively, not just at an individual or team level.	
Everyone in the business contributes to the growth engine.	
6. Candidate & Client Experience	**0**
Our attraction strategies are tailored to our ideal audience.	
Communications are consistent and personalised throughout the journey.	
We collect and act on feedback from candidates and clients.	
We actively work to create referral-worthy experiences.	
Total Score / 120	**0**

Results Summary	
1. Strategy & Alignment	0
2. Process & Workflow Integration	0
3. Technology & Automation	0
4. Data, Metrics & Forecasting	0
5. Team Collaboration & Revenue Ownership	0
6. Candidate & Client Experience	0
TOTAL SCORE / 120	0

See page 2 for a detailed interpretation of your score and suggested actions.

TRN

The RevOps Audit

Interpreting Your Score – What It Means and What to Do Next

After completing the audit (1–5 per item), your totals should be calculated in the summary on the right, where you can compare to the scale below.

100–120: High-Performance Engine

RevOps is embedded into the culture of your agency. Teams are aligned, systems are integrated, and decision-making is driven by high-quality data. You have a reliable, scalable growth model and are well positioned for long-term success.

Next Steps:
- Optimise for scale by replicating RevOps principles across teams, geographies or functions
- Double down on predictive analytics and lifecycle marketing to improve LTV
- Launch RevOps training or leadership tracks to embed it further across the business
- Share success across the team to maintain momentum and attract buy-in from new hires

80–99: Operationally Enabled

Your agency is actively applying RevOps principles. You have shared KPIs, solid cross-functional processes, and useful data that informs decisions. Your tech stack supports your workflows, and you've made progress in aligning team culture and goals.

Next Steps:
- Fine-tune Flywheel: improve feedback loops, eliminate friction and reduce manual tasks
- Expand automation and AI to boost personalisation and efficiency
- Create dashboards with real-time metrics that all teams can use to track progress
- Run regular retrospectives and workshops to reinforce teamwide accountability

60–79: Emerging Alignment

There are signs of collaboration and strategic thinking, but progress is patchy. Some processes are joined-up, but many teams still operate independently or lack clarity on shared goals. Data may be inconsistent or under-utilised, and automation is limited or misaligned.

Next Steps:
- Prioritise alignment across BD, marketing and delivery with joint planning and shared success
- Implement standardised workflows and internal SLAs for handoffs
- Begin integrating core tools (CRM, ATS, marketing automation)
- Identify and fix the biggest points of friction in the customer journey

59 or lower: Fragmented Foundation

Your business is operating in clear silos. Teams are working in isolation, data is scattered or unreliable, and growth relies heavily on individual effort rather than collective performance. There may be inconsistent processes, minimal use of automation, and a lack of visibility across the funnel.

Next Steps:
- Start by mapping your end-to-end client and candidate journey using the RevOps Flywheel
- Run a RevOps kick-off session to build cross-team awareness and ownership
- Audit current tech stack and data flows to spot duplication, gaps and inefficiencies
- Set shared revenue KPIs and introduce basic pipeline visibility across teams

The TRN RevOps Audit™

Results Summary	
1. Strategy & Alignment	0
2. Process & Workflow Integration	0
3. Technology & Automation	0
4. Data, Metrics & Forecasting	0
5. Team Collaboration & Revenue Ownership	0
6. Candidate & Client Experience	0
TOTAL SCORE / 120	0

100–120: High-Performance Engine
80–99: Operationally Enabled
60–79: Emerging Alignment
59 or lower: Fragmented Foundation

Final Thought:

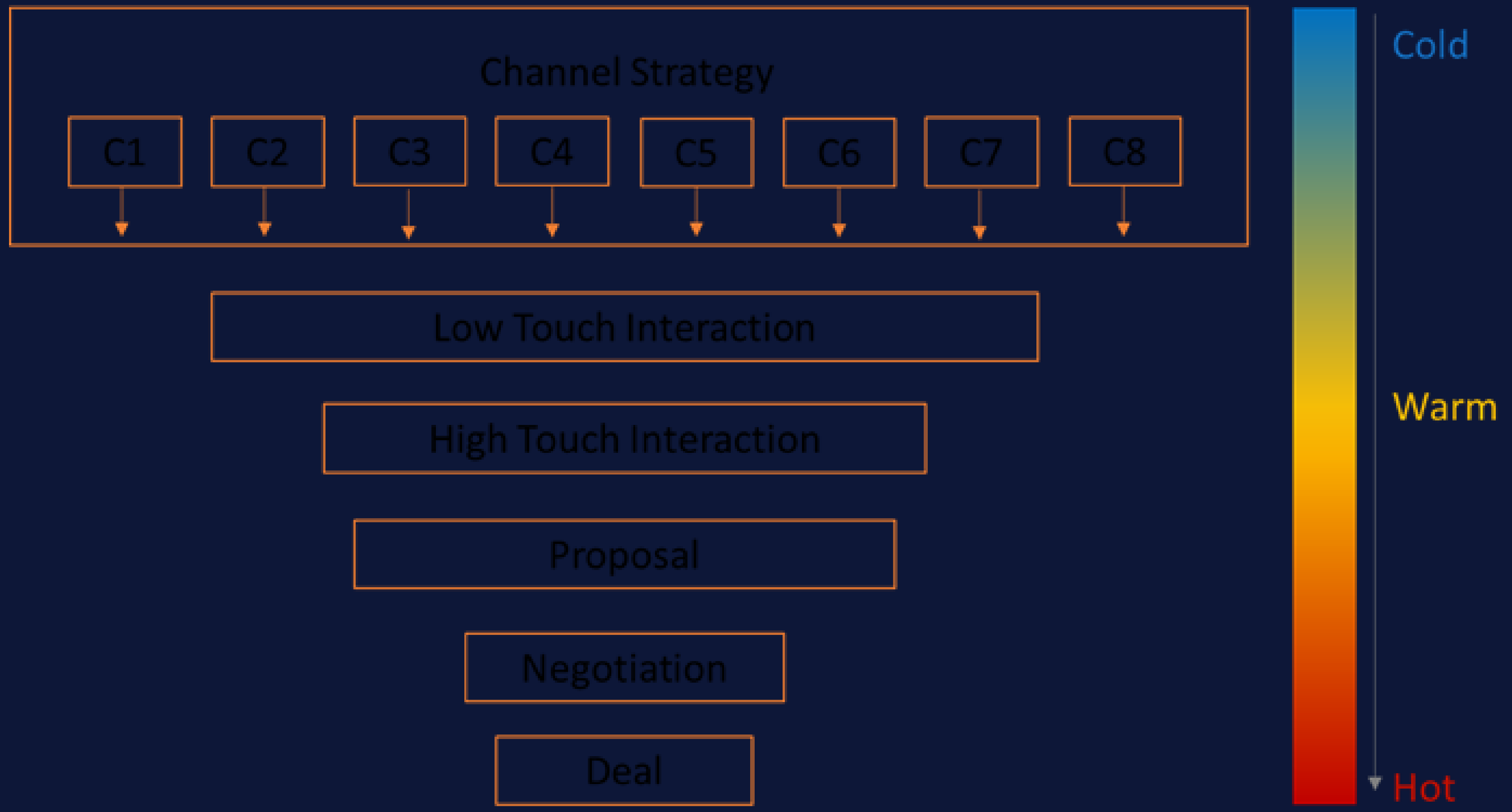
RevOps isn't just a new system, *it's a new way of thinking*. This audit is your starting point. Whether your agency is laying the groundwork or fine-tuning a high-performance engine, the opportunity is the same: build a business where every team, process, and decision contributes to scalable, sustainable growth.

their business to achieve them. Use this audit to spot your gaps, align your teams, and take confident, coordinated steps forward.

The Fundamental Principles of RevOps

- Less of a funnel, more of a continuous flywheel
- Effects the end-to-end customer journey
- No silos – totally joined up - shared goals
- Driven by the data
- Underpinned by technology
- Marketing touches every part of the process

omnichannel



Value • Visibility • Velocity

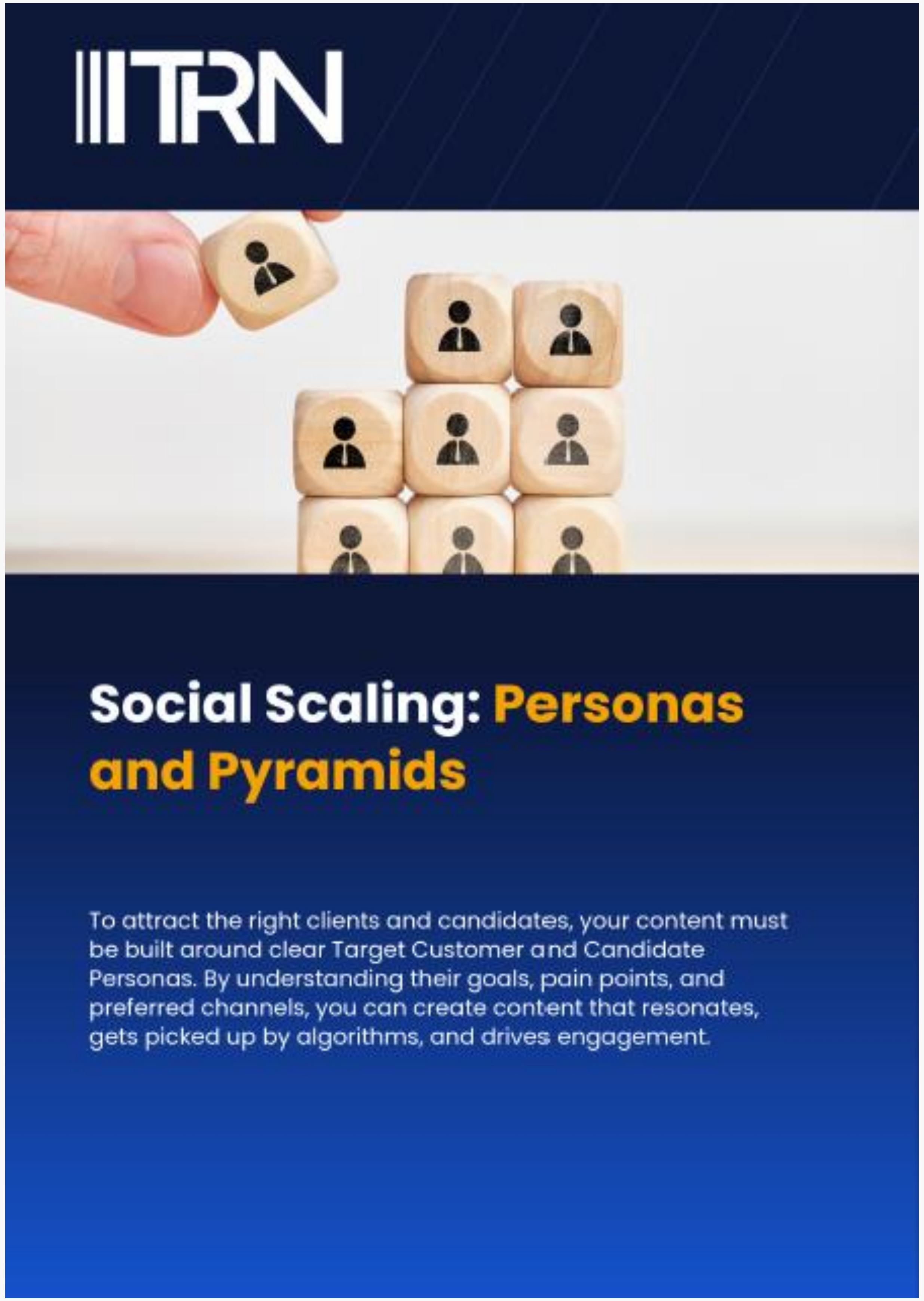

The RevOps Flywheel
01
ATTRACT
02
ENGAGE
03
DELIGHT

So, where do you start?

Who is your ICP?

What do you *really* know about them?

How does this drive your RevOps playbook?



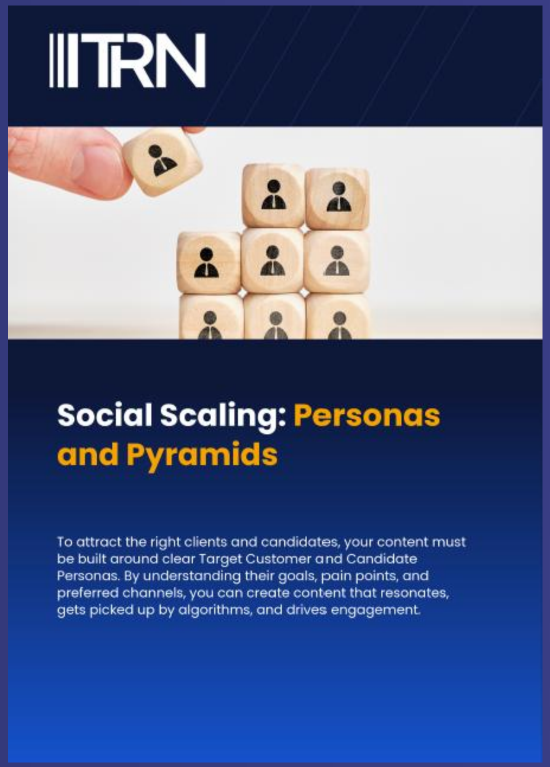
Social Scaling: Personas and Pyramids

To attract the right clients and candidates, your content must be built around clear Target Customer and Candidate Personas. By understanding their goals, pain points, and preferred channels, you can create content that resonates, gets picked up by algorithms, and drives engagement.

Available in the Social Scaling area on TRNWorld, along with the ICP and Persona AI Agents (free to download)

Buyer Journey & Triggers

When They Typically Need a Recruiter
(e.g. new projects, investment rounds, attrition spikes)
Decision-Making Process: (fast/slow, committee/individual)
Average Sales Cycle:
Budget Ranges for Recruitment Spend:



Content & Outreach Preferences

Where They Consume Content: (LinkedIn, industry events, podcasts, media)
Type of Content They Value: (market insights, salary guides, case studies, data, thought leadership)
Tone & Style That Resonates: (professional, informal, data-driven, people-focused)

Fit / Non-Fit Criteria

Best-Fit Clients Are: (e.g. fast-scaling tech SMEs, UK-based, need multiple hires per year)
Poor-Fit Clients Are: (e.g. one-off, highly transactional, unwilling to pay market fees)

Marketing & Outreach Alignment

Content Ideas That Speak to this ICP: (e.g. “5 hiring mistakes fintechs make in scaling from Series A to B”)
Channels for Outreach: (e.g. LinkedIn InMail, networking events, targeted newsletters, webinars)
Calls-to-Action that Work: (e.g. “Book a salary benchmarking session” vs “Let’s jump on a call”)

Social Scaling - Content Planner 5.2

Social Scaling - Content Planner

By James Osborne

Write the name of your Ideal Customer Profile and location (for example. "Software Firm London"), I will build you the perfect content plan for next week's social media posts

+ Fintech business in London

10000 chars

Social Scaling - Content Planner 5.2

Share

Fintech business in London

Great — you're targeting **FinTech businesses in London**.

Below is a **completed Ideal Customer Profile (ICP)** based on that, followed by a **ready-to-post LinkedIn weekly content plan** (5 days × 4–5 posts per day). All content adds value, speaks directly to your ICP, and includes clear CTAs. UK English throughout.

📌 Ideal Customer Profile (ICP)

Business Type: FinTech businesses based in London

Size: 10–250 employees (startups to scaleups)

Role(s) You're Targeting:

• Founders/Co-Founders

• CEOs/COOs

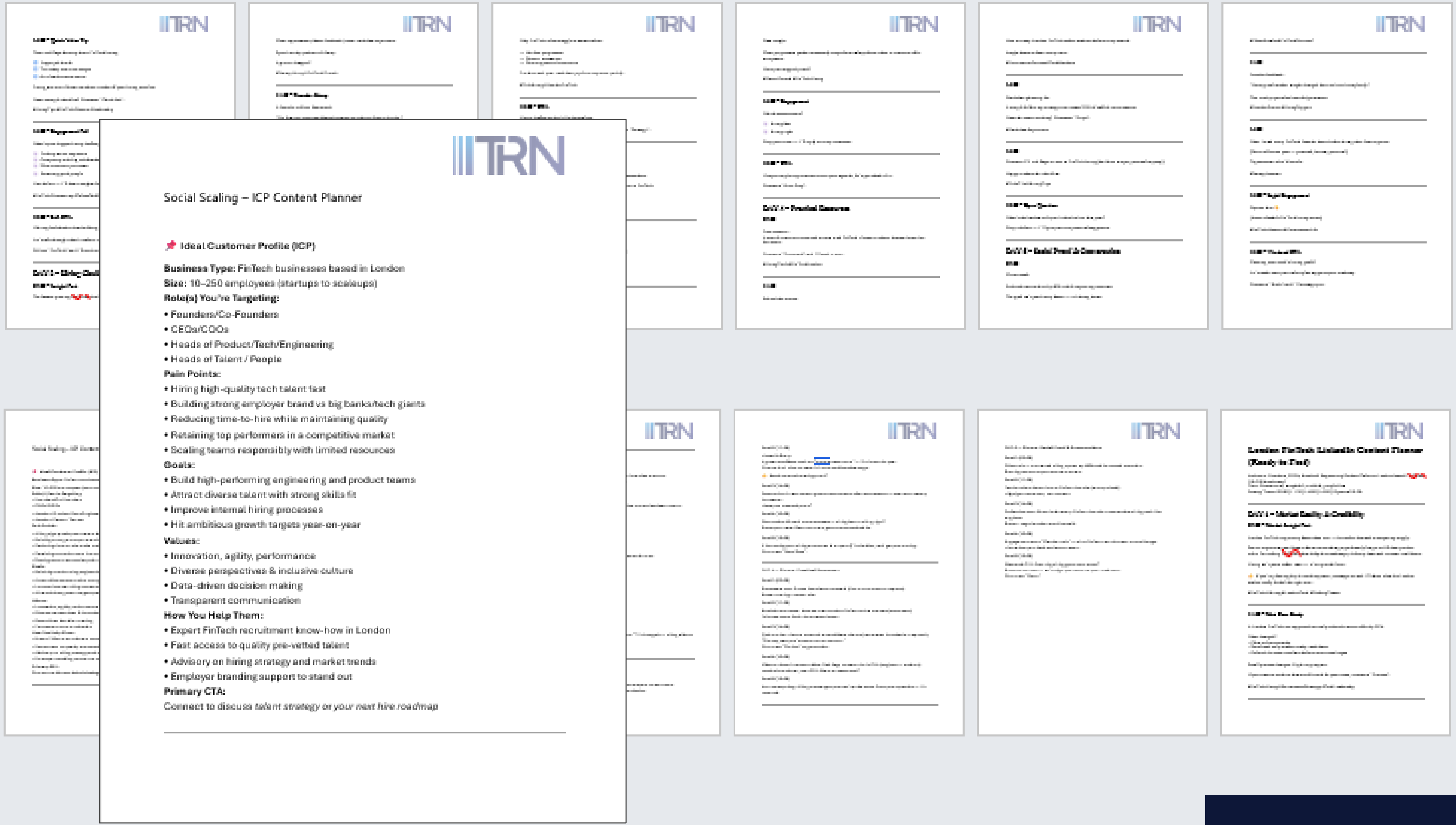
• Heads of Product/Tech/Engineering

• Heads of Talent / People

Ask anything

10000 chars

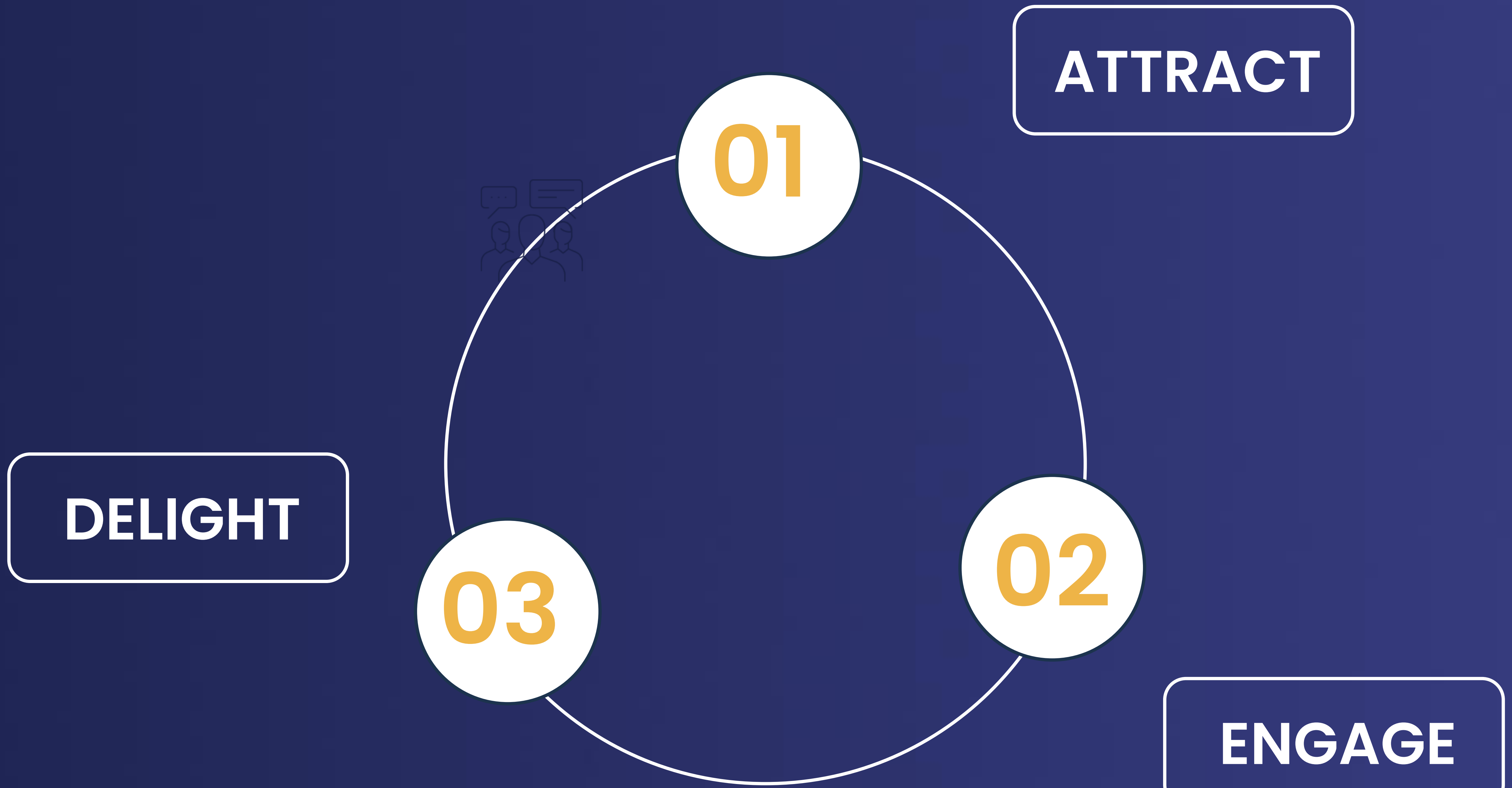
ChatGPT can make mistakes. Check important info. See Cookie Preferences.



Social Scaling – ICP Content Planner

📌 **Ideal Customer Profile (ICP)**

Business Type: FinTech businesses based in London
Size: 10–250 employees (startups to scaleups)
Role(s) You're Targeting:
• Founders/Co-Founders
• CEOs/COOs
• Heads of Product/Tech/Engineering
• Heads of Talent / People
Pain Points:
• Hiring high-quality tech talent fast
• Building strong employer brand vs big banks/tech giants
• Reducing time-to-hire while maintaining quality
• Retaining top performers in a competitive market
• Scaling teams responsibly with limited resources
Goals:
• Build high-performing engineering and product teams
• Attract diverse talent with strong skills fit
• Improve internal hiring processes
• Hit ambitious growth targets year-on-year
Values:
• Innovation, agility, performance
• Diverse perspectives & inclusive culture
• Data-driven decision making
• Transparent communication
How You Help Them:
• Expert FinTech recruitment know-how in London
• Fast access to quality pre-vetted talent
• Advisory on hiring strategy and market trends
• Employer branding support to stand out
Primary CTA:
Connect to discuss *talent strategy or your next hire roadmap*


ATTRACT
01
ENGAGE
02
DELIGHT
03

Customer Journey

Mapping


Set up on client internal systems
Follow-up email & Terms sent
New Client form sent (Finance)
Invoice triggers (Finance)
Post placement follow-up
Summary/confir mation sent
Continue routine calls (if ongoing hiring ONLY)
BUSINESS DEVELOPMENT
DELIVERY
ACCOUNT MANAGEMENT
1st Video Call
Speak to Tech lead to qualify role
Offer stage discussed
Credit Control if invoice is unpaid (Finance)
Initial Outreach
Begin weekly/bi-weekly calls
Interview coordination
CV's shared

We’re building the ultimate RevOps customer journey for a recruitment business... so should you!

Members, book in now for your free 1:1 sales audit and Velocity sales strategy session

We are welcoming new members every month - come and join us.

Solo • Plus • Club • Enterprise

www.therecruitmentnetwork.com