

BD THAT CREATES MOMENTUM IN A LOW-JOB-FLOW MARKET

THE MARKET RIGHT NOW

721K

UK vacancies

THE MARKET RIGHT NOW

721K

UK vacancies

40

**Months of rising
candidate supply**

THE MARKET RIGHT NOW

721K

UK vacancies

40

**Months of rising
candidate supply**

5

**Sectors still
short of talent**

THE MARKET RIGHT NOW

It's not a dead market.

THE MARKET RIGHT NOW

It's not a dead market.

It's a filtered market.



WHY ACTIVITY STOPPED WORKING

High Job Flow

**Volume forgives
bad targeting**

Filtered Market

**Volume punishes
bad targeting**

WHY ACTIVITY STOPPED WORKING



Cadence

WHY ACTIVITY STOPPED WORKING



Cadence



Market Signals

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Cadence



Market Signals



Qualification

1 - A REPEATABLE WEEKLY CADENCE

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Reactivation

Low cost · high trust
· fast

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Relationship & Referral

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Outbound & Proactive

High effort · fast ·
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Content & Inbound

Compounding · slow
· low cost

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Credibility & Positioning

Long cycle · highest
trust ceiling

2 - TURN SIGNALS INTO CONVERSATIONS

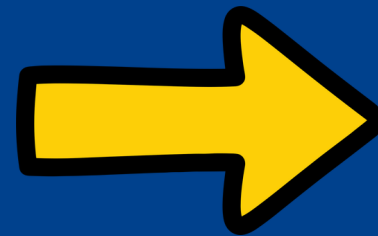


Market Signal

2 - TURN SIGNALS INTO CONVERSATIONS



Market Signal



Reason To Call

3 - QUALIFY OUT, EARLY

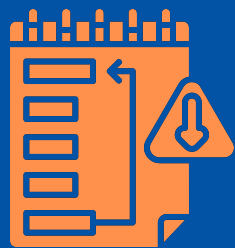
Commercial Value →



Worth a Push



Fight For It



Low Priority



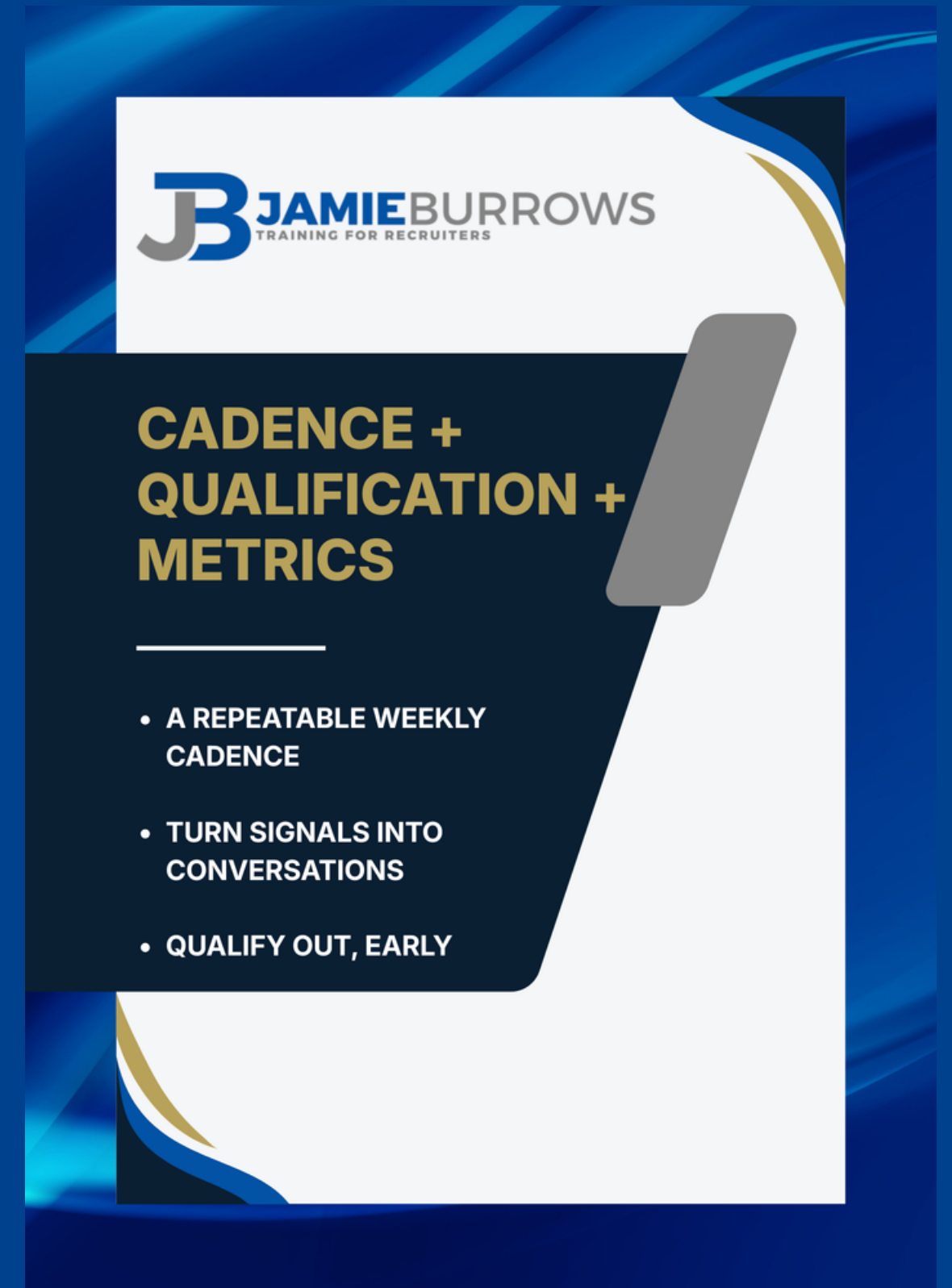
Fast Decline

Fill Probability →

SCORECARD

The Commercial Momentum Scorecard

Cadence + Qualification + Metrics



QUESTIONS

