
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.

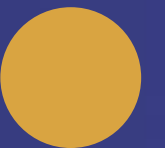


*Big enough to cope,
small enough to care.*

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**TM.

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**TM.

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**TM.

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**TM.

Highly Productive

Commercially Consultative

Deeply Insightful

Multidirectional in their BD Approach

AI Augmented

The rise of the **superagency**TM.

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

Doing BD like a superagency!

www.therecruitmentnetwork.com

Quick update from TRN HQ

VELOCITY

The Ultimate Business Development Playbook for 2026



1



2



3



4



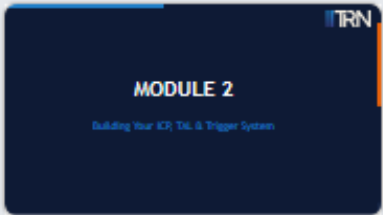
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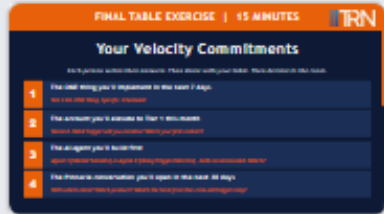
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26



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28

New August Members Offer

Free Velocity 1:1 planning session



The PINNACLE Programme

Converting 18% average margins to 35%+

SOCIAL SCALING PROGRAMME

The background of the slide is a blue-tinted photograph of a person's hands holding a smartphone. Overlaid on this background are several orange icons: two speech bubbles, two heart icons, and one person icon, all scattered around the central text.

4 Week Personal Branding
Development Programme

TRACTION

4 Week AI Development and Coaching Programme



The background of the entire graphic is a dark, semi-transparent image of several people sitting around a table in a meeting, with their hands and papers visible. Overlaid on this is the main title in large, bold, white and teal letters.

||| TRN REGIONALTM MEET-UPS

DUBLIN

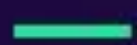


MANCHESTER

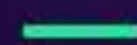


BRISTOL

BIRMINGHAM



LONDON



PORTSMOUTH

Rumbles and Trailblazers





TRN JobSync

Live Vacancies Portal

Share the Role.
Find the Candidate.
Make the Placement.

TRN JobSync enables recruitment agencies to work together on live vacancies by connecting an agency with a client role to other members that have suitable candidates, while the posting agency retains ownership of the client relationship.

The **posting agency** creates the vacancy, provides the commercial terms and role information, selects participating agencies, shares a video briefing and manages all employer communication. Once the role is filled, it closes the vacancy and pays the receiving agency within 14 days.

The **receiving agency** reviews the opportunity, agrees to the terms, submits candidates through the platform and tracks their progress using the messaging facility.

TRN JobSync gives members a clear, controlled way to collaborate, extend their candidate reach and generate additional placement opportunities.



TRN Edge **AI & Automation** **Programme**

Build the Capability.
Transform the Business.

TRN Edge is a 14-month, fully accredited Level 4 AI & Automation Practitioner apprenticeship.

Designed specifically for recruitment businesses, it combines a nationally recognised qualification with practical tools, templates, AI agents and recruitment specific strategies that participants apply directly within their own organisation.

Participants will build an AI Blueprint, redesign workflows, improve data and CRM use, identify automation opportunities and measure outcomes such as time saved, productivity gains and process improvements.

Suited to digitally confident employees who can help lead change across operations, management, marketing, technology or senior leadership.

Eligible businesses may access up to £18,000 of government funding per participant.

The qualification is the certificate.
The transformation is the point.



Job Board Discounts

**50% savings on all
job boards!**

Spend Less.
Perform Better.

Through TRN's partnership with Talent Nexus, members can access exclusive pricing, expert support and improved performance across Totaljobs, CV-Library, Reed, Indeed and LinkedIn.

TRN members can save more than 50% against standard rate card pricing across selected job boards in the first year, with both fixed package and pay as you go options available.

Members can also access free campaign audits, contract and renewal support, onboarding, training, performance optimisation and day to day help across Indeed and LinkedIn.

This benefit helps recruitment businesses reduce wasted spend, improve candidate attraction and get more value from the platforms they already use.

ACCELERATOR

REVIEW REPORT

PREPARED FOR

Caelin Roodt

Testing May

11 May 2025

YOUR #1 PRIORITY AREA

High-Performing Team

8

/ 12
COMBINED SCORE

HIGH

YOUR BUSINESS LANDSCAPE

1	High-Performing Team Score 8 / 12	HIGH
2	Growing Profitability Score 8 / 12	HIGH
3	Strategy & Business Plan... Score 6 / 12	MEDIUM
4	Sales & Marketing Score 6 / 12	MEDIUM
5	Systems & Technology (In... Score 6 / 12	MEDIUM
6	Operational Efficiency Score 6 / 12	MEDIUM
7	Candidates Score 2 / 12	LOWER

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THE ACCELERATOR REVIEW

EXECUTIVE SNAPSHOT

Caelin Roodt

TRN

REPORT INTRODUCTION

This report is your personalized Accelerator diagnostic. It reflects the data you provided across the seven core business areas and gives you a clear, evidence-based view of where your greatest 90-day opportunity sits. It is a starting point — not a verdict. Bring this to your Accelerator session and we will turn it into a focused action plan.

YOUR 12-MONTH GOAL

"Revenue has grown 30% and profitability 45%"

Success metric: Net Profit / EBITDA. Target: 1500000

YOUR STATED FOCUS AREA

Growing Profitability High-Performing Team

MATERIAL RISK FLAGGED

You have flagged a material risk in the business. Before committing to a growth sprint, this risk needs to be assessed and either resolved or actively managed. Your Accelerator session is the right place to start — bring the detail and we will work through it with you.

PURPOSE ALIGNMENT

3 / 4 - Well aligned

You have a clear sense of purpose but it does not yet fully drive how the business operates day to day. Bringing it to the surface more explicitly can sharpen decision-making and team alignment.

SPRINT READINESS

3 / 4 - Confident

Moderate execution readiness. Some competing distractions, but the capacity to focus is there with the right prioritization.

TOP PRIORITY AREAS

1. High-Performing Team	8/12
2. Growing Profitability	8/12
3. Strategy & Business Planning	6/12

EXECUTIVE SUMMARY

Right now your business is performing through a single point of failure. You have ambition and momentum, but the pattern in your data is dependency plus distraction, too many competing priorities, constant firefighting, and a delivery engine that relies heavily on one top billing manager. The priorities you've marked as HIGH tell the story - you're trying to build a high-performing team while also pushing profitability, but the operating reality is reactive rather than planned.

Your 12-month goal is clear: revenue up 30% and profitability up 45%, with Net Profit / EBITDA reaching 1500000. The constraint isn't your intent, it's capacity and resilience. The biggest drag on profit growth is that a material proportion of output sits with one person, and you've already quantified the risk. If your top billing manager leaves,

THE ACCELERATOR REVIEW

DEEP DIVE

Priority #1 - Strategy & Business Planning

RANK #1
6 / 12

BASICS 2 / 3	IMPACT 3 / 4	RISK 2 / 3	COMBINED 6 / 12
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WHY THIS MATTERS

Without a clear strategy, every other area suffers. Effort gets scattered across competing priorities and the business grows reactively rather than intentionally. When the plan is absent or misunderstood, even strong sales and operational teams underperform.

GOAL CONNECTION

Your goal and your daily execution need to be connected by a clear strategic thread. Identify what must be true in 90 days for you to stay on track toward your 12-month target.

SPRINT FOCUS

Define or sharpen your 90-day business plan. Identify your single biggest strategic priority, set a clear success metric, and align the leadership team around it. Eliminate initiatives that do not directly serve this focus.

ANALYSIS AND RECOMMENDATIONS

Your answers paint a clear picture - you've got enough "strategy" in your head to move the business, but it isn't being run like a strategy. Basics are only partly in place and, more importantly, they're inconsistent, so the team treacherers. When process isn't followed and capacity varies, you don't have a planning problem - you have an execution system problem. The blockers you named (competing priorities and constant firefighting) are exactly what happens when priorities aren't brutally clear and enforced week to week. Calling Strategy & Business Planning a medium priority (6/12) while rating the 90-day impact as significant tells me you already know fixing this will move the needle, you're just not protecting the time to do it.

Your 12-month ambition is specific - 30% revenue growth and 45% profitability, with Net Profit/EBITDA at 1,500,000. You don't get that from working harder or doing more things. You get it from doing fewer things consistently: focusing 80% on the highest-return niches and clients, tightening delivery to reduce rework, and running a cadence that stops margin leaks. Firefighting kills profit first because it creates discounting, rushed placements, backlogs, and management time sink - all EBITDA killers even when revenue looks "busy".

Over the next 90 days, lock a one-page plan that names your one growth bet and three measurable inputs (for example: new client meetings/week, live roles qualified/week, shortlist-to-interview ratio). Then install a weekly 45-minute leadership rhythm where you review those inputs, decide the one priority for the week, and explicitly kill or park everything else. Finally, standardize the critical path process (job intake to offer) with a simple checklist and scorecards, and run two fortnightly coaching sessions focused on the weakest step so capability stops being random.

THE ACCELERATOR REVIEW

DEEP DIVE

Priority #1 - High-Performing Team

RANK #1
8 / 12

BASICS 2 / 3	IMPACT 4 / 4	RISK 2 / 3	COMBINED 8 / 12
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WHY THIS MATTERS

The ceiling of any recruitment business is its people. If your team lacks clarity on expectations, has no performance framework, or is operating in a low-accountability culture, your growth will always be limited by individual heroics rather than collective performance.

GOAL CONNECTION

Your goal requires the right people operating at the right level. Identify the team gap most likely to slow you down over the next 12 months.

SPRINT FOCUS

Audit your current team structure and performance management approach. Where are the gaps in accountability? Who is underperforming without a clear plan? Define what high performance looks like for each role and make one meaningful change to your management rhythm this sprint.

ANALYSIS AND RECOMMENDATIONS

Your answers say the team is a genuine constraint right now, not a nice-to-have. You've got the basics in place, but they're applied inconsistently, so performance depends on who's on the desk and what mood the week is in. Capacity varies across the group, which is why you're firefighting and why priorities keep colliding. The delayed decisions point to a leadership bottleneck and unclear ownership - people either wait for you, or they debate instead of acting. With this sitting as your #1 priority and "transformational" for the next 90 days, you're effectively telling me the business can't scale on the current operating rhythm.

A 30% revenue lift and 45% profitability lift won't come from working harder with the same setup. Your EBITDA target of 1,500,000 needs repeatable output per head and predictable delivery, otherwise growth just adds complexity and cost. Inconsistent execution creates leakage everywhere: slower fills, more dropped bids, discounting to save deals, and a heavier management load on you. Delayed decisions also slow down time to market, hiring, pricing changes, and client pushes - all the things that protect margin while you grow.

In the next 90 days, lock in a single weekly cadence that removes reactivity: a Monday commitments meeting by desk (live jobs, outbound targets, top risks), and a Friday scorecard review with consequences and coaching. Then hard-define ownership using a simple "who decides" rule for every recurring decision (pricing, job qualification, offer strategy, credit terms): so nothing waits for you by default. Finally, run a capability sprint: pick the 2-3 skills that drive profit fastest for your market (job take-on quality, client control, candidate control), coach to a standard, and move or exit anyone who won't meet it.

THE ACCELERATOR REVIEW

PRIORITY LANDSCAPE

Full rating across all 7 business areas

TRN

Areas ranked by Combined Score (Impact x Risk). Higher scores indicate greater sprint priority.

RANK	BUSINESS AREA	BASICS	IMPACT	RISK	COMBINED	BAUD
1	High-Performing Team Capacity varies/Decision output	2	4	2	8	HIGH
2	Growing Profitability Capacity varies/Deal not tracked	2	4	2	8	HIGH
3	Strategy & Business Planning Process not followed/Capacity varies	2	3	2	6	MEDIUM
4	Sales & Marketing Process not followed/Capacity varies	2	3	2	6	MEDIUM
5	Systems & Technology (Including AI) Tool not understood/Customize output	2	3	2	6	MEDIUM
6	Operational Efficiency Capacity varies/no clear owner	2	3	2	6	MEDIUM
7	Candidates Process not followed/Deal not tracked	3	2	1	2	LOWER

HOW SCORES ARE CALCULATED

Raw Score = 4 - Basics | Combined Score = Impact x Risk | Maximum combined score = 12
HIGH: 8 or above | MEDIUM: 6 or above | LOWER: below 6

COMBINED SCORES

High-Performing Team	8
Growing Profitability	8
Strategy & Business Planning	6
Sales & Marketing	6
Systems & Technology (incl...)	6
Operational Efficiency	6
Candidates	2

THE ACCELERATOR REVIEW

DEEP DIVE

Priority #2 - Growing Profitability

RANK #1
8 / 12

BASICS 2 / 3	IMPACT 4 / 4	RISK 2 / 3	COMBINED 8 / 12
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WHY THIS MATTERS

Revenue without profitability is vanity. Many recruitment businesses grow their top line but allow margin to erode through poor pricing, uncontrolled costs, or low-value client mix. Profit is the metric that determines whether growth is actually sustainable.

GOAL CONNECTION

Your 12-month goal must have a profit dimension, not just revenue. What does the business need to look like financially at the end of the year?

SPRINT FOCUS

Review your current gross margin and cost structure. Where is profitability being diluted? Identify your top three margin levers and commit to one action this sprint - whether that is repricing, exiting low-margin clients, or reducing a key cost line.

ANALYSIS AND RECOMMENDATIONS

Your answers paint a clear picture: profitability is there, but it is not being managed like a system. You have some basics in place, but they run inconsistently, capacity varies by person, and you do not trust the data you are using to make calls. That combination guarantees reactive decisions - you end up chasing activity, tolerating margin leakage, and letting costs drift because you cannot see, quickly and confidently, what is really happening. Calling this "transformational" impact is accurate, because right now profit is being left to chance and individual heroics.

This matters because your 12-month ambition is not just top-line growth. You want revenue up 30% and profitability up 45%, and you have a Net Profit / EBITDA target of 1,500,000. You will not hit that by working harder or filling more roles alone. Profitability is the outcome of pricing discipline, delivery efficiency, and cost control - and all three require trusted numbers and consistent execution. If you keep firefighting and carrying too many priorities, you will grow revenue and still miss EBITDA, because the margin and overhead decisions will lag behind the pace of sales.

Over the next 90 days, lock in a single profitability scoreboard you actually believe: weekly gross margin by team and consultant, net margin by job, and operating expense run-rate versus plan, with clear definitions so nobody argues the numbers. Then set non-negotiables that protect margin: minimum fee rules, discount approval thresholds, and a weekly deal review where you kill low-quality work before it consumes delivery time. Finally, pick one owner for profitability cadence and make it boring - a 30-minute weekly rhythm that triggers specific actions, not discussion, so you stop reacting and start steering.

THE ACCELERATOR REVIEW

YOUR NEXT STEPS

Turning insight into action

TRN

The diagnostic has done its job.

You now have clarity on where the data says your effort will generate the greatest return over the next 90 days.

The next step is converting that insight into a plan.

Your Accelerator session is designed to do exactly that — take the output of this review and build a focused, executable 90-day sprint plan with your advisor.

STEP 01

Book your Accelerator session

Turn this diagnostic into a 90-day plan with your TRN advisor.

Contact your TRN advisor to schedule it.

STEP 02

Access your resources on TRN World

Go deeper on High-Performing Team — tools, frameworks and peer insights available now.

Log in to TRN World.

The Recruitment Network

This report is confidential and prepared exclusively for the named member. Scores are based on self-assessment responses and are designed to guide focus, not rank businesses in absolute terms.



TRN Accelerator Insights (TRN Member Version)

May 2026

Market Context

The market is not handing out easy wins right now, but there are still plenty of opportunities for recruitment businesses that stay focused and execute well. When demand slows, the difference between being busy and being productive becomes much more obvious.

The good news for TRN members is that this type of market often creates opportunities to take market share. Businesses with a clear specialism, a strong reputation and consistent execution are finding it easier to stand out while competitors become distracted or lose momentum.

"When demand tightens, the gap between "busy" and "effective" gets exposed fast."

UK: Payrolled employees fell to an early estimate of **30.3 million** in March 2026, down **0.2% year-on-year** (around **65,000** fewer employees). Median monthly pay rose to **£2,599**, up **4.2% year-on-year**, with stronger growth in public administration and defence and weaker growth in professional, scientific and technical services. Vacancies fell to **711,000** (January to March 2026), the lowest since early 2021, and the unemployment rate was **4.9%** (December 2025 to February 2026). In plain terms: employers are still hiring, but they are doing it with more scrutiny and fewer open roles.



UK: The Bank of England held Bank Rate at **3.75%** (5–1 vote) and flagged that inflation rose to **3.3%**. In March, with further near-term upward pressure expected as higher energy prices feed through. The message is not "panic", it is "second-round effects matter": wage and price-setting discipline is back in focus, and interest rate expectations will stay sensitive to inflation persistence.

International: Global uncertainty is being driven by geopolitical disruption, especially energy markets. The OECD and International Monetary Fund both frame the current outlook as resilient but fragile, with downside risks dominated by conflict-linked energy price shocks and tighter financial conditions. This is a global context, but the operational implication for agencies is local: clients will demand clearer value, faster confidence, and lower risk on every hire.

UK business sentiment: The British Chambers of Commerce survey shows confidence remained fragile heading into the conflict period, with **labour costs** the top pressure (**73%**), and **49%** of firms expecting to raise prices in the next three months. Investment intent is muted: **24%** cut investment plans, while only **21%** increased them. Translation: clients will buy, but they will challenge harder, and they will prefer partners who de-risk hiring decisions.

UK business sentiment pressures and expectations

Labour costs top pressure 73%

Expect to raise prices (next 3 months) 49%

Cut investment plans 24%

Increased investment plans 21%

What this means for you:

Growth is still possible in this market, but it is unlikely to come from simply doing more of the same. The businesses performing best are focusing on what they do exceptionally well, targeting the right clients and maintaining consistent standards, even when the market feels uncertain.

"Growth is unlikely to come from simply doing more of the same."

AI and Technology

Despite all the headlines surrounding AI, the most successful recruitment businesses are taking a practical approach.

Rather than trying to automate everything, they are identifying repetitive, administrative tasks that can be handled more efficiently, allowing their consultants to spend more time where they add the most value.

The real benefit of AI isn't doing everything faster. It's creating more time for relationship-building, influencing hiring decisions, developing candidates and solving client problems.

"The real opportunity with AI is not replacing people. It's giving people more time to do the work that matters most."

We're also seeing a clear pattern emerge. Businesses that make better use of their own databases and internal data are generally seeing better results than those relying solely on external tools and platforms.

Actions to implement now

- Run an **automation triage workshop**: list your workflows and label them low-trust/high-frequency (automate) vs high-trust (keep human). Start with scheduling, customer relationship management updates, reminders, and CV formatting. [AI and Technology → AI & Automation Strategy]
- Build a **content engine** for your website and marketing assets: feed it your existing pages and value proposition, then use it to generate first drafts that your team edits for authority and authenticity. [Marketing and Sales → Company Brand]
- Create an **AI prompt library** for recruiters: intake questions, shortlist summaries, candidate outreach personalisation, and post-interview debrief templates. Standardise quality before scaling volume. [AI and Technology → Applying AI in Recruitment Workflows]
- Do a **database-first week**: mandate that every role must have an internal search and reactivation sequence before external sourcing starts. Measure time to first qualified shortlist. [Sourcing and Placing Candidates → Candidate Sourcing & Talent Pools]

Operational Efficiency

In a market where clients are becoming more selective, operational excellence can be a significant competitive advantage.

Clients notice when a recruitment business is organised, responsive and well-managed. Strong processes, accurate information and clear communication all help build confidence.

Many members are investing in better reporting, cleaner data and improved collaboration between sales and delivery teams. We are also seeing increased attention being paid to compliance and governance, particularly within contract and temporary staffing environments.

Put simply, mistakes become more expensive when the market slows down. Businesses with strong foundations are finding it easier to protect performance.

Actions to implement now

- Establish a **single source of truth**: one set of stage definitions, one dashboard, and one ownership model for pipeline, delivery and performance. [Operational Efficiency → Data & Analytics]
- Run a **handoff protocol reset** between business development and delivery: what must be captured, where, and by when, to prevent rework and missed details. [Operational Efficiency → Process & Operational Efficiency]
- Introduce a weekly **forecast integrity check**: top 20 live roles, status confidence, next step booked, and risk flags. If there is no next step in the diary, it is not forecastable. [Operational Efficiency → Data & Analytics]
- Treat compliance as a **commercial asset**: build a client-facing one-pager explaining how you reduce hiring and supply chain risk, and use it in proposals. [Operational Efficiency → Compliance Best Practice]

Growing Profits

With wage costs remaining high and many employers facing financial pressure, protecting profit margins has become a key leadership priority.

The strongest-performing businesses are not relying solely on increasing activity. Instead, they are improving pricing discipline, strengthening their value proposition and finding ways to create more predictable revenue streams.

Many TRN members are exploring approaches such as retained search, managed services, advisory projects and other consulting-style offerings that reduce reliance on contingent placements alone.

We're also seeing leaders become more selective about who they work with. In many cases, focusing on fewer high-value clients is delivering better results than trying to service every opportunity that comes through the door.

Introduction

A common theme is emerging across many of the conversations we're having with members right now:

Focus on execution.

Most recruitment leaders already know what they should be doing. The challenge is doing it consistently and doing it well.

• Clients are hiring more cautiously, which means qualification, prioritisation and follow-through matter more than ever.

• Wage growth is slowing, but business costs remain high, making margin protection and pricing confidence increasingly important.

• Recruitment businesses that are aligning sales, marketing and delivery are making better decisions and moving faster.

• Automation and outsourcing are helping teams create capacity, allowing consultants to spend more time on relationship-building and revenue-generating activities.

• Compliance and governance are becoming more visible buying factors, particularly for larger organisations looking to reduce risk.

The message is simple: businesses that stay disciplined will outperform those that simply increase activity.

Business Model and Strategy

UK labour market data points to a more competitive market. With vacancies falling and hiring activity becoming more selective, recruitment businesses need to become more focused about where they invest their time and energy.

Many TRN members are spending less time discussing what new services they can add and more time deciding what they should stop doing. Rather than trying to be everything to everyone, they are doubling down on the markets, clients and services where they have the greatest chance of success.

We're also seeing more agencies explore ways to build deeper relationships with fewer clients, moving beyond transactional recruitment towards more embedded and longer-term partnerships.

"Many members are taking a hard look at where they spend their time. The focus isn't just on finding new opportunities, but on stopping activities that don't generate results."

Actions to implement now

- Run a **lane scorecard** across your top 2–3 niches: list last 12 months of fees by lane, delivery difficulty, client concentration risk, and repeatability, then choose one "inch-wide, mile-deep" priority for the next 90 days. [Business Model and Strategy → Niche strategy]
- Define your **Operating Model One-Pager**: ICP, offer, delivery workflow, minimum dataset per job, and who owns each stage. Use it to remove internal ambiguity and speed up decisions. [Business Model and Strategy → Building the Right Operating Model]
- Build a **Client Ladder** for your top 10 accounts and decide the next rung you are selling (Transactional → Preferred → Strategic Partner → Embedded), with one specific proof point you will deliver to earn the step-up. [Marketing and Sales → Account Management]

Marketing and Sales

With vacancies falling and business confidence remaining fragile, business development needs to become more targeted and more relevant.

Blanket outreach and generic sales messages are becoming less effective. The businesses seeing the best results are using market intelligence, hiring triggers and account planning to make their conversations more relevant and more valuable.

We're also seeing growing interest in Revenue Operations, although in practical terms this simply means making sure sales, marketing and delivery are working towards the same goals and using the same information.

Another trend is a greater focus on measuring the quality of business development activity, rather than simply measuring volume. The question is shifting from "how many calls did we make?" to "how many meaningful conversations did we create?"

Actions to implement now

- Implement the **8-touch Velocity outreach sequence** for your top 25 accounts, but only offer you define the trigger and the insight you will lead with for each account. [Marketing and Sales → New Business Development]
- Create a **single "Client Value Narrative" template** for your team: 3 client outcomes you drive, 3 risks you reduce, 3 pieces of evidence, and a next step that goes straight into the diary. [Marketing and Sales → Consultative conversation framework]
- Introduce **Account Tiering and Penetration**: pick 20 target accounts, map contacts across buying group roles, and set a target of two new relationships per account per quarter. [Marketing and Sales → Sales & Marketing performance]
- Build a lightweight **Buyer Enablement pack**: one page on "what good looks like", a role scorecard, and a short interview plan. Send it before the first call to shift the dynamic from supplier to partner. [Marketing and Sales → Client Experience]

Actions to implement now

- Implement a **pricing and value reset** on your top 20 clients: identify where you are underpriced relative to delivery effort and risk, then renegotiate on outcomes and risk reduction, not just percentage. [Growing Profits → Revenue & Pricing Strategy]
- Build a **Level 3 diagnostic offer** (small paid project): talent mapping, salary benchmarking, interview process design, or workforce planning insights. Use it to move clients up the consultancy ladder. [Growing Profits → Consultancy Ladder]
- Tighten cash discipline with **staged payments**: even for permanent hires, introduce a deposit, milestone billing, or fixed-scope advisory component that reduces success dependency. [Growing Profits → Cashflow & Financial Management]
- Create a **cost-to-serve view** by client: account management time, delivery time, and rework. Use it to decide who gets premium service and who gets de-prioritised. [Growing Profits → Cost Control]

What is Working Right Now

One of the most encouraging themes from across the TRN community is that success is still being created in every market.

The businesses performing best are not necessarily working harder than everyone else. They are making better decisions about where to focus their time, who they work with and how they execute.

Whether it's implementing Revenue Operations, improving candidate management, strengthening leadership routines, moving upmarket or embracing outsourcing, the common factor is discipline and clarity.

The lesson is simple: the market may be tougher, but there is still plenty of opportunity for businesses that stay focused, stay relevant and execute consistently.

A TRN member in the education sector is leaning into a true Revenue Operations approach by aligning sales, marketing, and candidate engagement around their most profitable areas. Rather than chasing every opportunity, they are prioritising the segments "where the money is" and planning a move towards managed service style partnerships with smaller client groups that they can win and deliver consistently.

A small agency TRN member that has been through a significant downsizing is rebuilding by focusing on basics: candidate management, control, job discussions and rapport building for a new starter. The practical shift is clear: master candidate-side execution first, then broaden into client-side work once the fundamentals are tight.

Another TRN member is using structured leadership cadence and accountability rhythms to bring focus back into the management layer. The outcome is not "more meetings", it is fewer, higher-quality commitments and clearer ownership, which reduces drift and improves delivery consistency.

A supplier shifting upmarket is deliberately choosing fewer, larger customers rather than chasing lots of small accounts. The commercial logic is simple: one strong client every couple of months can beat ten small ones when you factor in churn, servicing cost and distraction.

A growth-focused operator is building confidence in outsourcing by treating offshore support as a performance lever, not a cost hack. The unlock is training, quality control and clear responsibility, so offshore support becomes genuinely client-facing value rather than background admin.

A number of leaders are pushing for better measurement of business development effort and mix, separating "client calls" from "new business development calls" and using that to coach behaviour. The practical gain is faster diagnosis: you can see whether performance issues are a market problem, a targeting problem or a conversion problem.

Teams that treat compliance and supply chain governance as part of the commercial proposition are finding it easier to win risk-aware clients, particularly where temporary labour supply chains are under scrutiny.

"One of the biggest advantages of measuring activity properly is that you can quickly see whether the issue is market conditions, targeting, conversion or execution. Once you know the real problem, you can fix it."

Building a High Performing Team

With wage costs remaining high, improving productivity has become a major focus for many recruitment leaders.

The best-performing teams are not relying on motivation alone. They are building clear expectations, strong management routines and regular coaching into the way they operate.

One thing we've noticed repeatedly is that successful teams treat meetings differently. Meetings are not simply diary events. They are where priorities are agreed, accountability is created and performance is managed.

"In tougher markets, meetings matter more, not less. They are often the difference between good intentions and real progress."

Many members are also challenging the assumption that growth automatically requires more headcount. Instead, they are focusing on improving productivity, role clarity and coaching before adding new people.

Actions to implement now

- Run a **Challenge • Empowerment • Reward audit**: one behaviour you want more of, one standard you will raise, and one weekly reinforcement mechanism (public recognition, scorecard, coaching). [Building a High Performing Team → Culture, Engagement & Retention]
- Tighten your **new starter ramp plan** to a 6-month outcomes-based journey: weekly skills, weekly outputs, and a minimum viable desk scorecard. [Building a High Performing Team → Internal Hiring & Onboarding]
- Introduce a **human advantage skills stack** into weekly coaching: credibility, timing, personal attention, follow-up discipline, and concise communication. Build it deliberately rather than hoping it emerges. [Building a High Performing Team → Learning & Development]
- Standardise your **deal collaboration rules** using a split framework so teamwork scales without politics. [Operational Efficiency → Process & Operational Efficiency]

Sourcing and Placing Candidates

As vacancies become harder to secure, delivery quality becomes increasingly important.

Clients have fewer roles available, which means they have less tolerance for weak shortlists, poor communication or wasted time. Agencies that consistently deliver well-qualified candidates are standing out.

What we're seeing is not necessarily consultants working harder. Instead, they are becoming more disciplined around job qualification, candidate control and process management.

Candidate experience is also becoming more systematic. The agencies achieving the best results are building repeatable processes rather than relying on individual consultants to provide a great experience by chance.

Actions to implement now

- Adopt a **minimum viable intake**: 10 mandatory data points per role (must-have, must-not-have, interview process, decision criteria, salary flexibility, and timeline). No intake, no work. [Sourcing and Placing Candidates → Candidate Interviewing & Assessment]
- Build a **candidate control checklist** for every shortlist: motivation, objections, competing processes, notice period, and decision timeline. Update it at every touchpoint. [Sourcing and Placing Candidates → Closing Candidates]
- Implement a **48-hour shortlist rule**: either you deliver a qualified shortlist within 48 hours or you escalate to reset expectations and refine the brief. [Operational Efficiency → Process & Operational Efficiency]
- Create one **candidate experience script** for consultants: what happens next, when they will hear from you, and what "good" looks like. Use it to reduce drop-off. [Sourcing and Placing Candidates → Candidate Engagement & Experience]

Coming Up At TRN

For full details on upcoming events, check out the [Events Page on TRN World](#) and for the latest content, head to the [Content Page](#).

Below we highlight some of the Events and Content for you and your teams, not to be missed:

Online Events

9th June - [Artificial Intelligence in Candidate Attraction: What is Really Working in 2026](#)
17th June - [Personal Brand That Converts From Visibility to Meetings to Revenue](#)
24th June - [Manager Operating System \(Part I\): Weekly Management Rhythm That Drives Accountability & Follow-Through \(Managers & Team Leaders\)](#)
28th July - [AI+Tech Connect: Building AI Agents for Recruitment with Microsoft Copilot Studio](#)
28th July - [The Recruitment Revenue Dashboard: The 12Ps Every Leader Should Track](#)

In Person Events

9th June - [Birmingham Bumble - Consultants with UNDER 3 years experience](#)
9th June - [Birmingham Bumble - Consultants with OVER 3 years experience](#)
18th June - [London Regional Meet Up - The Super Agency Blueprint: Increase Profits Without Scaling Headcount](#)
29th June - [TRN Retreat](#)

Key Content

The Pinnacle Programme: Want to shift your business from 18% margins to over 35%? The Pinnacle Programme is for you. A practical framework designed to help recruitment business leaders reposition their agency from a transactional supplier to a high margin strategic talent partner.

The Velocity Programme: Want to build a smarter, faster and more commercially effective BD engine for your recruitment business? The Velocity Programme is for you.

The Solo Operator Planning Playbook: Being solo does not mean thinking small. This fillable playbook is built to help solo recruitment operators recognise the advantages they already have - focus, agility, senior relationships and lean margins - and turn them into a stronger, more profitable business.

Mastering the LinkedIn Algorithm: Your complete guide to getting seen, heard and engaged with on LinkedIn.

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.

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[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

[Business Strategy & Planning](#) [Director](#)
[In-Person](#)


22 Manchester Rumble - Consultants with...

Date: 22 May 2025 09:00 - 12:30 BST
Location: Novotel Hotel, 21 Dickinson St,...

[Consultant](#) [In-Person](#) [Rumble](#)


22 Roadmapping your Business

Date: 22 May 2025 12:00 - 13:00 BST

[Business Strategy & Planning](#) [Director](#) [Online](#)


22 LinkedIn Live: Smarter hiring and happier...

Date: 22 May 2025 12:30 - 13:00 BST
Online event: <https://www.linkedin.co...>

[Systems and Technology](#) [Tech & AI](#)


22 Manchester Rumble - Consultants with OVE...

Date: 22 May 2025 13:30 - 17:00 BST
Location: Novotel Hotel, 21 Dickinson St,...

[Consultant](#) [In-Person](#) [Rumble](#)


27 LinkedIn Live: Scaling a Recruitment Business...

Date: 27 May 2025 12:30 - 13:00 BST
Online event: <https://www.linkedin.co...>

[Consultant](#) [In-Person](#) [Rumble](#)


27 High Performance Mindset - High...

Date: 27 May 2025 15:00 - 16:00 BST

[Consultant](#) [High Performance Series](#) [Online](#)


28 Hot Flashes, Cool Strategies: Navigatin...

Date: 28 May 2025 09:00 - 10:00 BST

[Director](#) [Key Success Factor](#) [Online](#)
[People](#)


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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...



Johnnie Gurney
Active today · Basingstoke,...



Rowen Fernando
Active today · Manchester,...



Liam Thomas
Active today · Winchester, Unite...



Neil Woodley
Active today · Edinburgh, United...



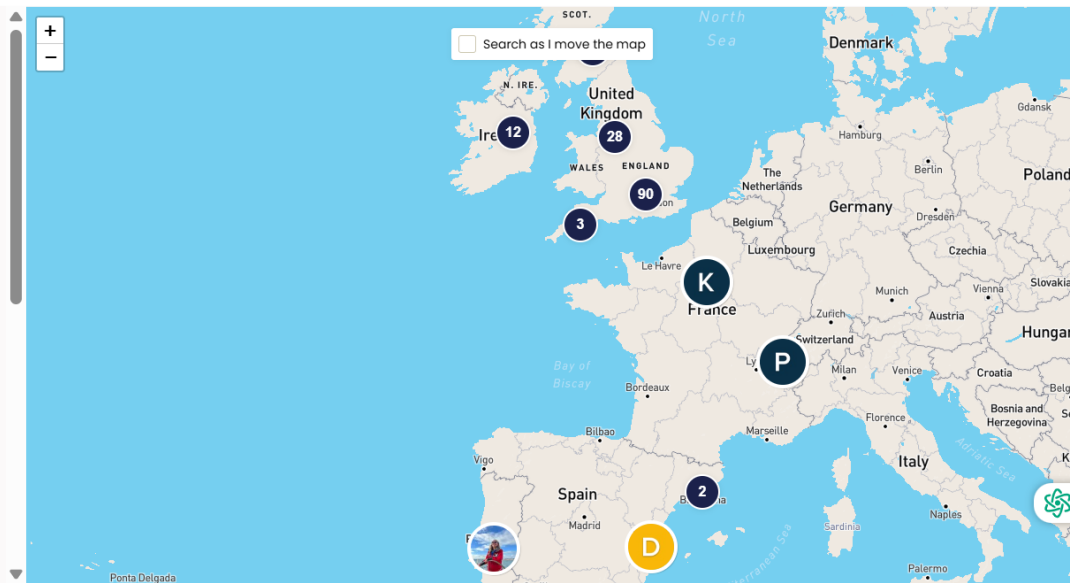
Dan Barfoot
Active today · United Kingdom



Chix Shah
Active today · United Kingdom



Gordon Stoddart
Active today · Henley-on-...



Advanced Recruitment Courses



Operation Phoenix: End to End Sales Training

The core principle behind Operation Phoenix™ is that customers will not simply buy from you because you have pushed them on multiple occasions. Instead, customers have a structured process of thinking they have to go through in order to make a buying decision and so our role as a recruiter is to take our customer on a sales journey that ensures we are going them everything they need to be able to and to want to buy from you. As such, Operation Phoenix™ can be best summarised under three headings: The Buying Stage - the part of the sales process we are in at any one time. The Customer Position - what a customer is currently thinking as part of their journey towards making a buying decision. The Selling Stage - what we, therefore, as salespeople need to be doing to respond to which Buying Stage the customer is in. [See more](#)



Sales-Driven Recruitment

A tailored course designed to empower recruitment consultants with the critical sales techniques needed to excel in a competitive industry. Learn how to leverage digital tools, harness data-driven insights, and adopt consultative selling approaches to become a trusted advisor to your clients. Develop emotional intelligence, adaptability, and communication skills to build stronger client relationships, navigate complex challenges, and close deals effectively. This course equips you with the strategies to enhance your impact, exceed client expectations, and achieve lasting success. [See more](#)



Advanced Recruitment: Client & Candidate

Step into a world of heightened expertise with 'Advanced Recruitment - Client & Candidate'. Crafted for experienced recruitment professionals, this course is your unique opportunity to enhance your recruiting skills to the highest level. Through ever-growing modules, we will delve deep into the intricacies of advanced recruitment strategies tailored to seasoned professionals like you. [See more](#)



Advanced Recruitment: Bespoke Skills

Step into the world of 'Advanced Recruitment', a transformative course designed to enrich your recruitment toolkit with invaluable add-ons. In this comprehensive learning journey, we delve into a range of techniques that will amplify your existing skills and elevate your performance in the dynamic realm of recruitment. 'Advanced Recruitment' is your opportunity to expand your recruitment horizons with a collection of powerful add-ons. This course is designed to complement your existing skills and strategies, providing you with a diverse toolkit to thrive in the ever-evolving recruitment landscape. From fine-tuning your communication to mastering the art of persuasive presentations, from navigating the complexities of negotiation to fostering diversity and inclusion, this course equips you with an array of enhancements that will make your recruitment approach truly exceptional. [See more](#)

Personal Development Courses



High Performance Hacks for the Resilient Recruiter

In the fast-paced recruitment industry, resilience is vital for sustained performance. Developing mental fitness helps maintain focus and composure under pressure. Effective self-leadership enables recruiters to steer their own growth and decisions with confidence. Managing stress is crucial for avoiding burnout and maintaining productivity. A growth mindset fosters continuous learning and adaptability in an ever-changing field. Productivity hacks designed to work smarter, not harder, can enhance efficiency. Finally, strong communication skills are key for building effective relationships with candidates and clients. Mastering these aspects will help recruiters excel and remain resilient in their careers. [See more](#)



Recruiter Resilience

At TRN, we take health and wellbeing very seriously. We believe that recruitment leaders and their employees perform at their best when they are emotionally, mentally and physically fit for purpose. With this in mind, we have launched the Recruiter Resilience programme to ensure you have access to everything you need to become the best version of you. [See more](#)

Leadership Courses



Leadership and Management

The 'Leadership and Management' course is meticulously crafted to empower Team Leaders and Billing Managers with the skills needed to excel in their roles. This course is your gateway to understanding and mastering the multifaceted dimensions of leadership within the dynamic world of recruitment. [See more](#)



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

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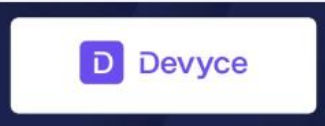
[All](#) [Finance Partners](#) [Insurance Partners](#) [Legal Partners](#) [Marketing Partners](#) [Outsourcing Partners](#) [Systems and Technology...](#) [Training Partners](#)

Results (75)

Sort by: Newest



Ringover
19 May 2025
To celebrate joining TRN as a partner, Ringover are happy to be offering all TRN Plus and Club members an exclusive discount, for...



Devyce
19 May 2025
To celebrate joining TRN as a partner, Devyce are happy to be offering all TRN Plus and Club members an exclusive discount. Em...



Indian Elites
19 May 2025
Exclusive TRN Member Offer To celebrate joining TRN as a partner, Indian Elites are happy to be offering all TRN Plus and Club memb...



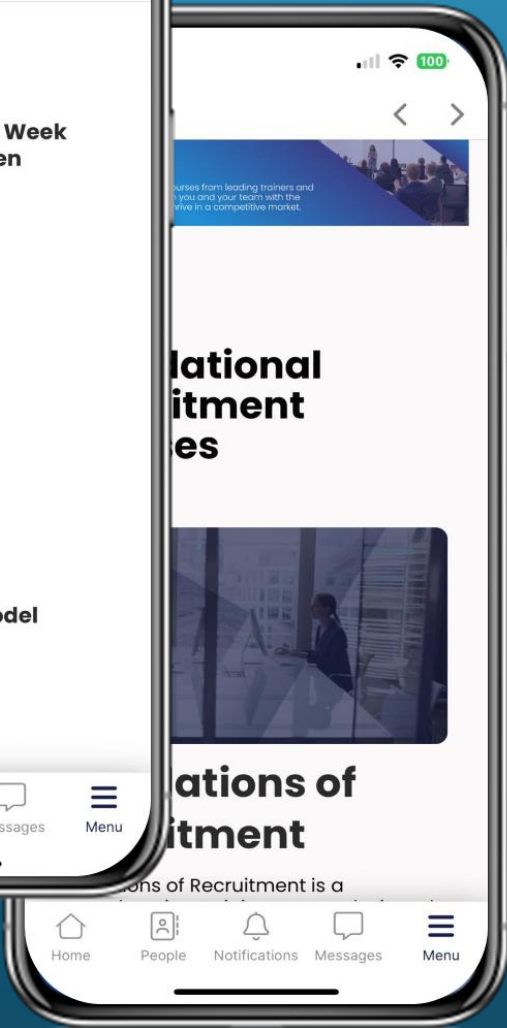
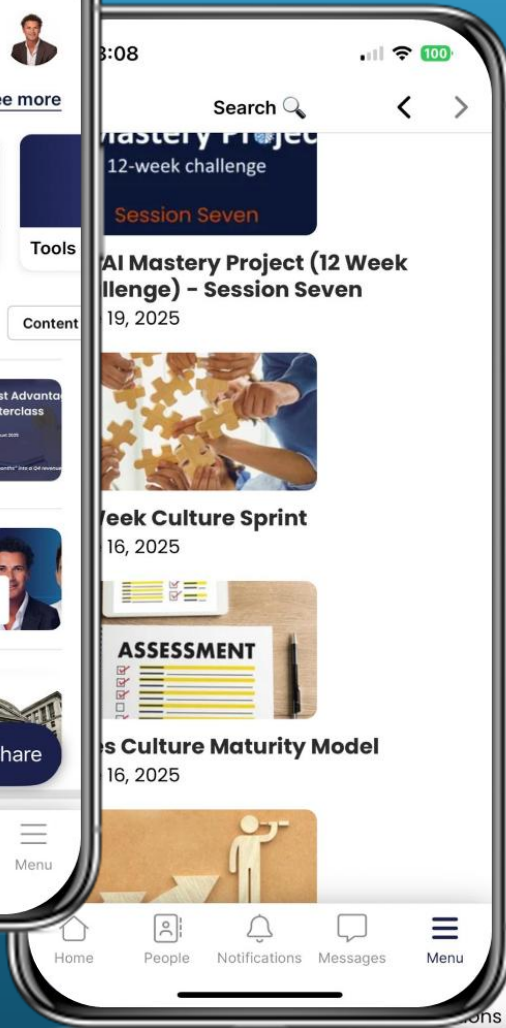
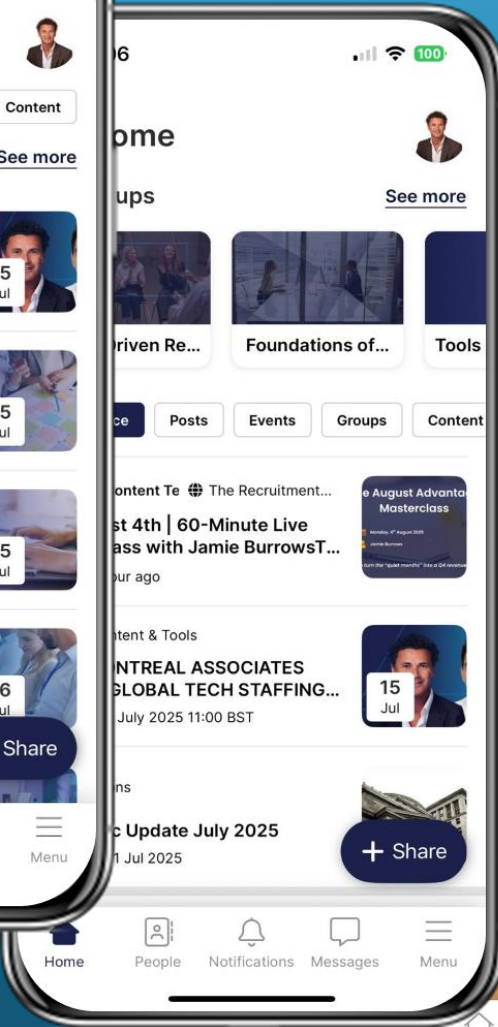
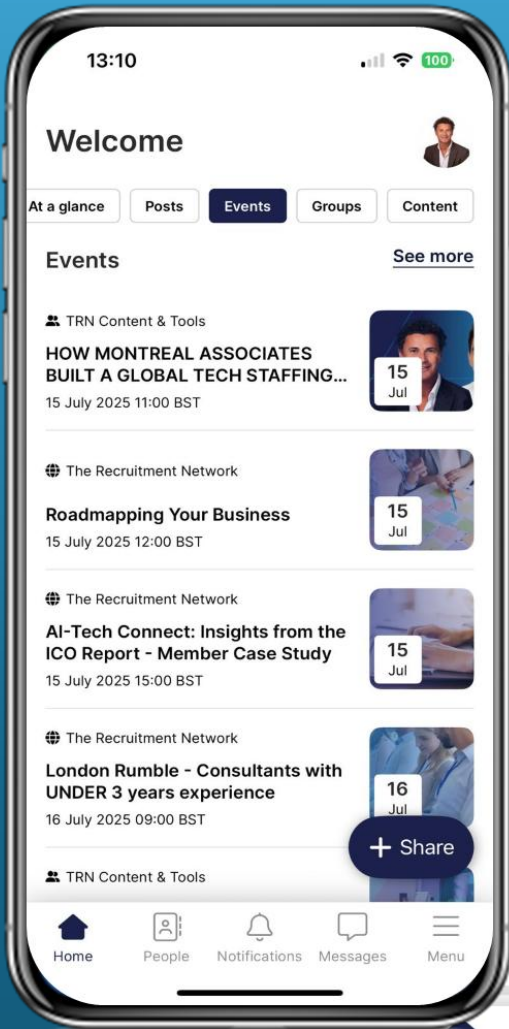
Compare Recruitment Factoring
16 May 2025
For an introduction, please contact: partners@therecruitmentnetwork.com Website LinkedIn ...



Access
14 May 2025
Email us on partners@therecruitmentnetwork.com for an introduction. Website Key Success Factor: Powerful Candidate ...



Infinity Staff Global
13 May 2025
Email us on partners@therecruitmentnetwork.com for an introduction. Website LinkedIn Unlock Efficiency with Outsourc...



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.



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



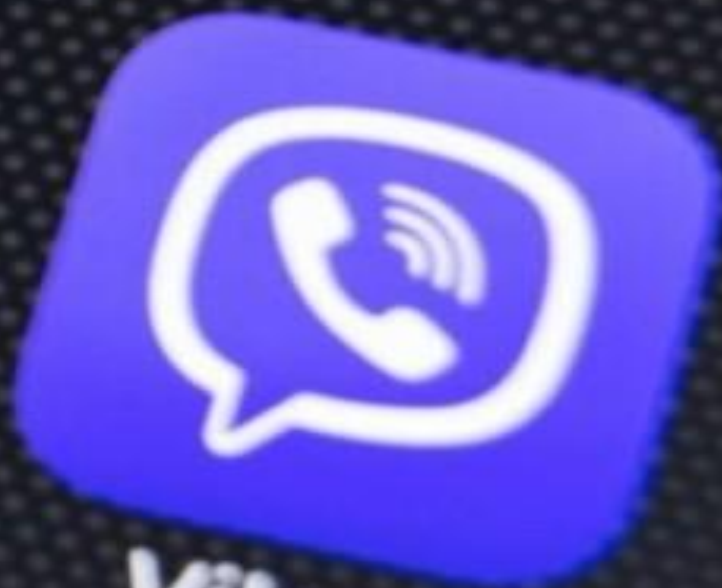
Telegram



Facebook



Snapchat

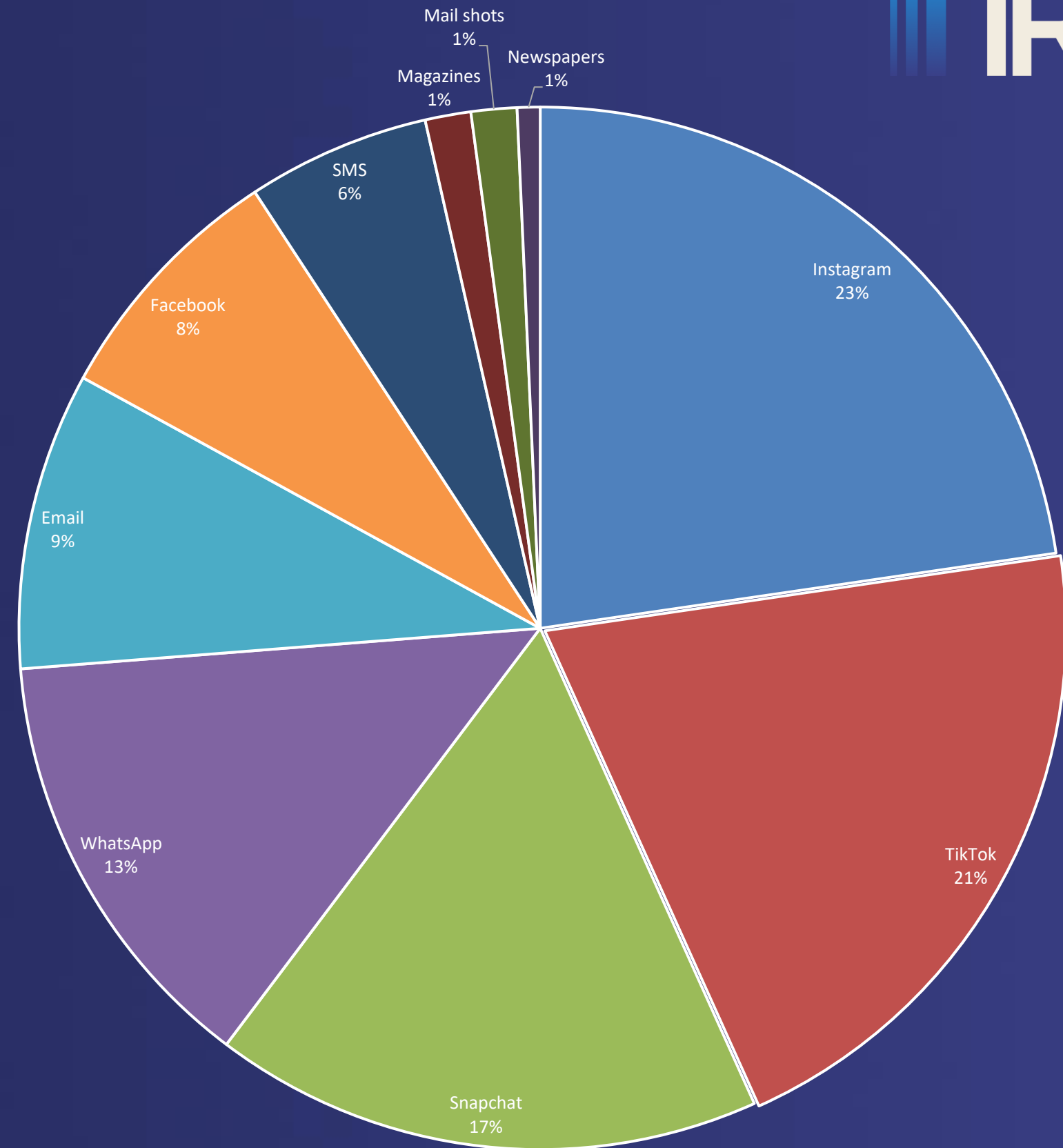


Viber

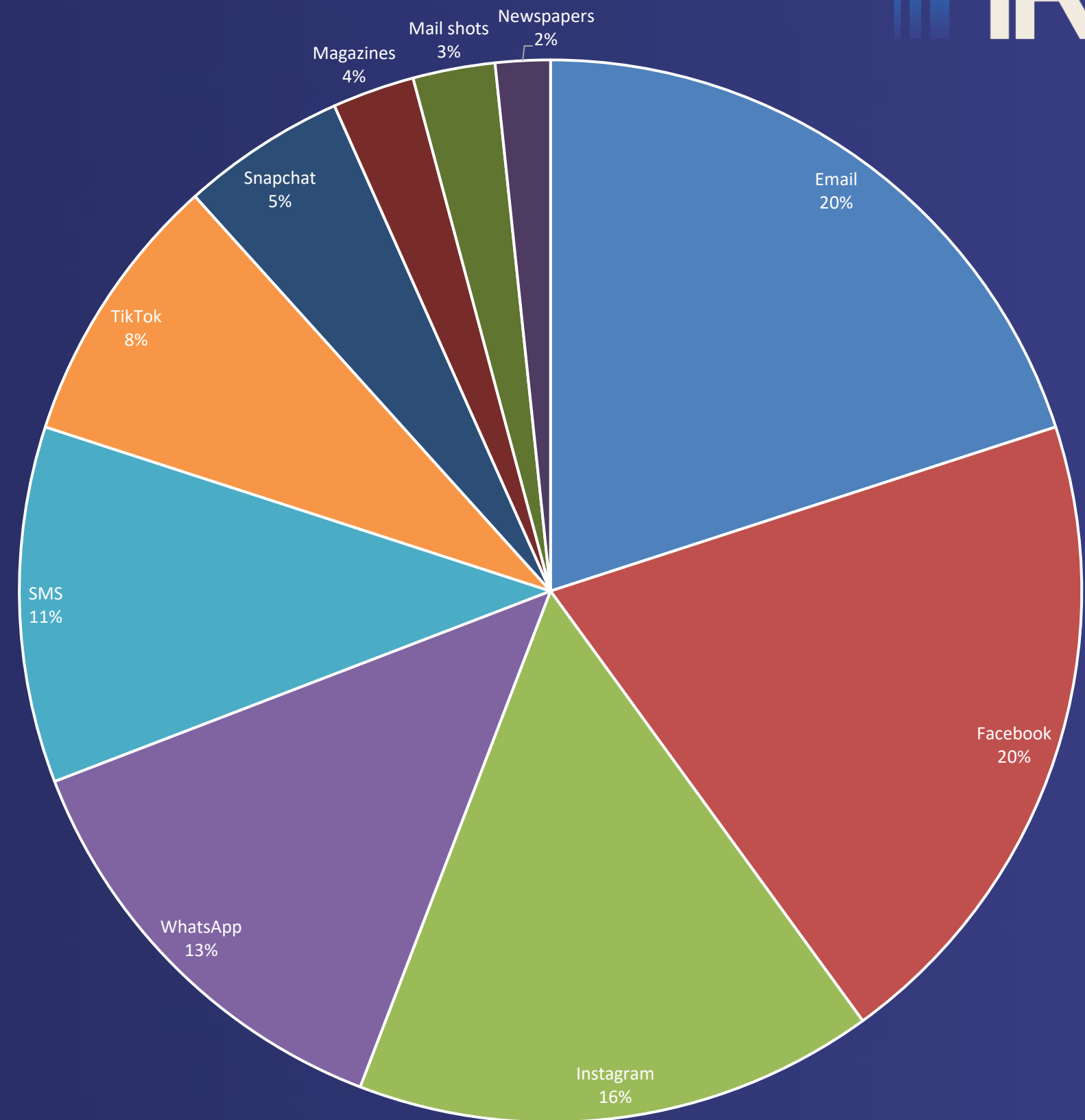


**Which of the following channels are your
ICPs using?**

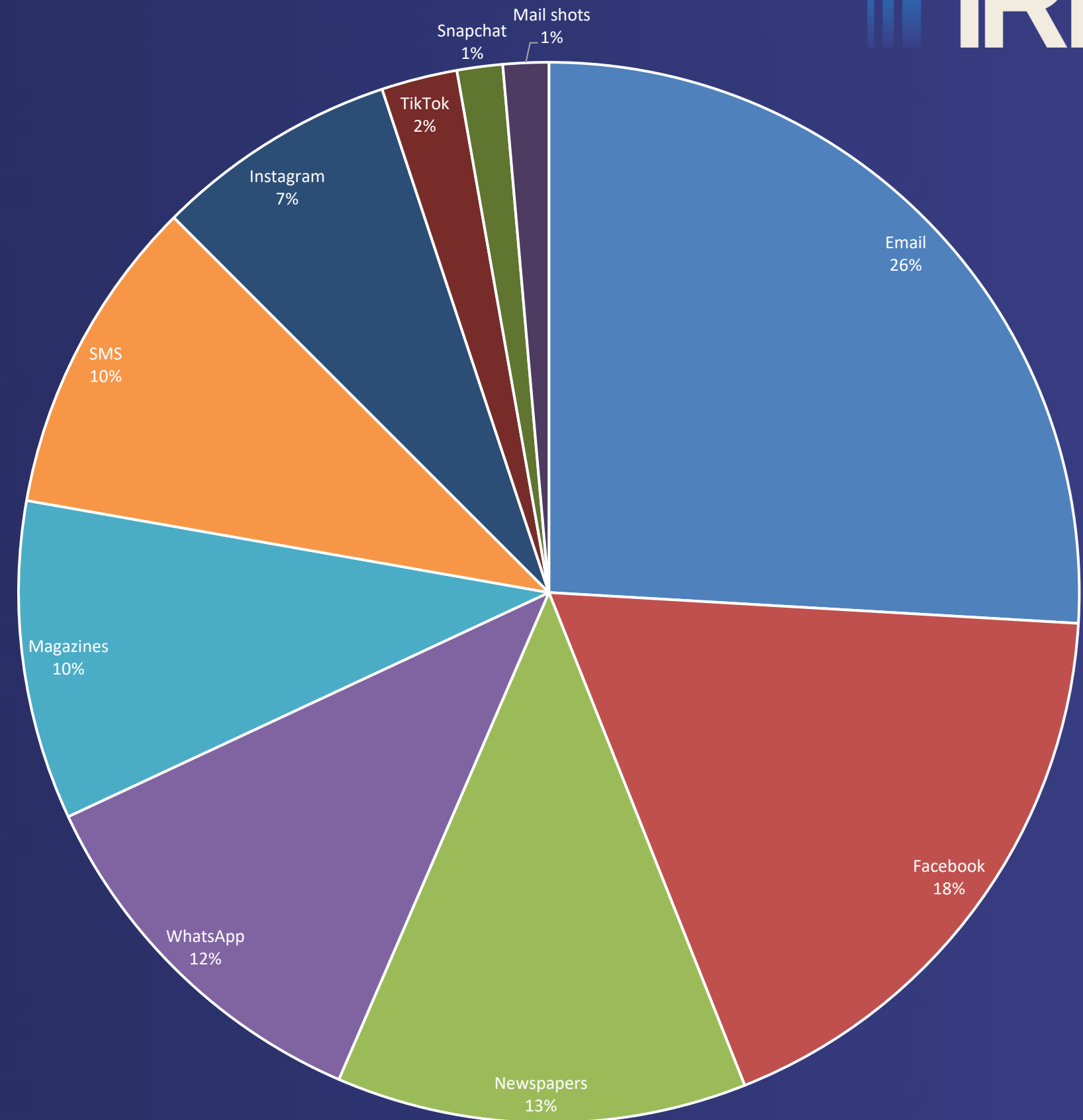
Where do **16–24** year-olds spend their time?



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



Where do **46+** year-olds spend their time?





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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Leadership is the real differentiator

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



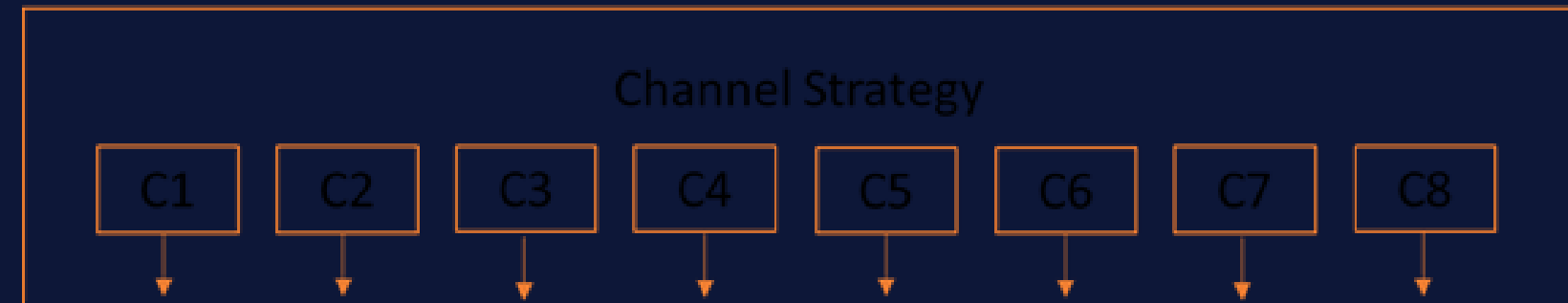
CASE STUDY: London Recruitment Business, 14 FTEs



Generate Interest

Share insights and generate Interest on upcoming employment legislation changes

↓
Call 2 Action: Invitation to Roundtable



Low Touch Interaction

High Touch Interaction

Proposal

Negotiation

Deal



CASE STUDY: London Recruitment Business, 14 FTEs



Generate Interest

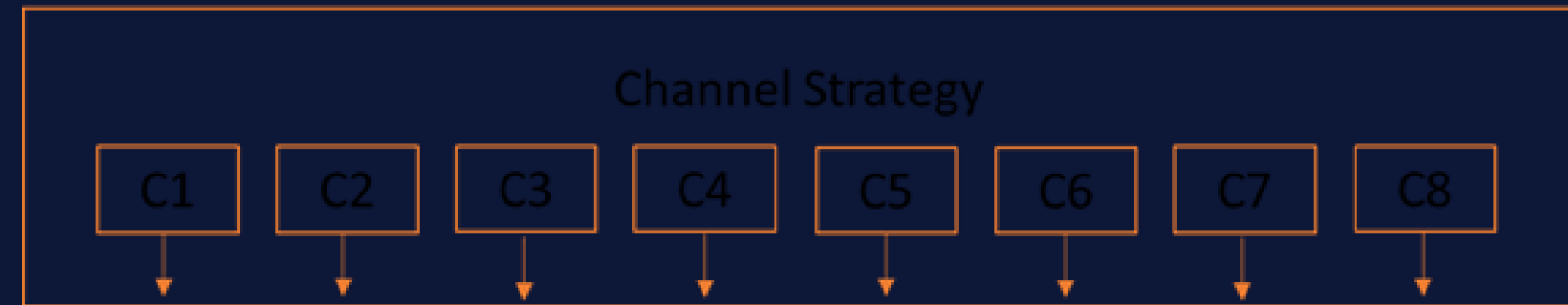
Share insights and generate Interest on upcoming employment legislation changes

↓
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



Low Touch Interaction

High Touch Interaction

Proposal

Negotiation

Deal



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)

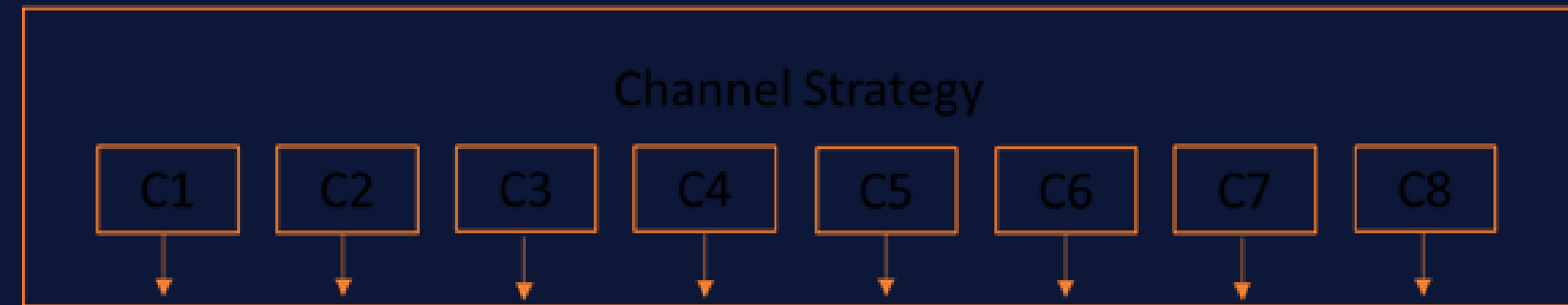
Add value by sharing outputs and comparing data

↓
Call 2 Action: talent planning conversation

The Addressable Market

Client Decision Trees

Client Avatars



Low Touch Interaction

High Touch Interaction

Proposal

Negotiation

Deal

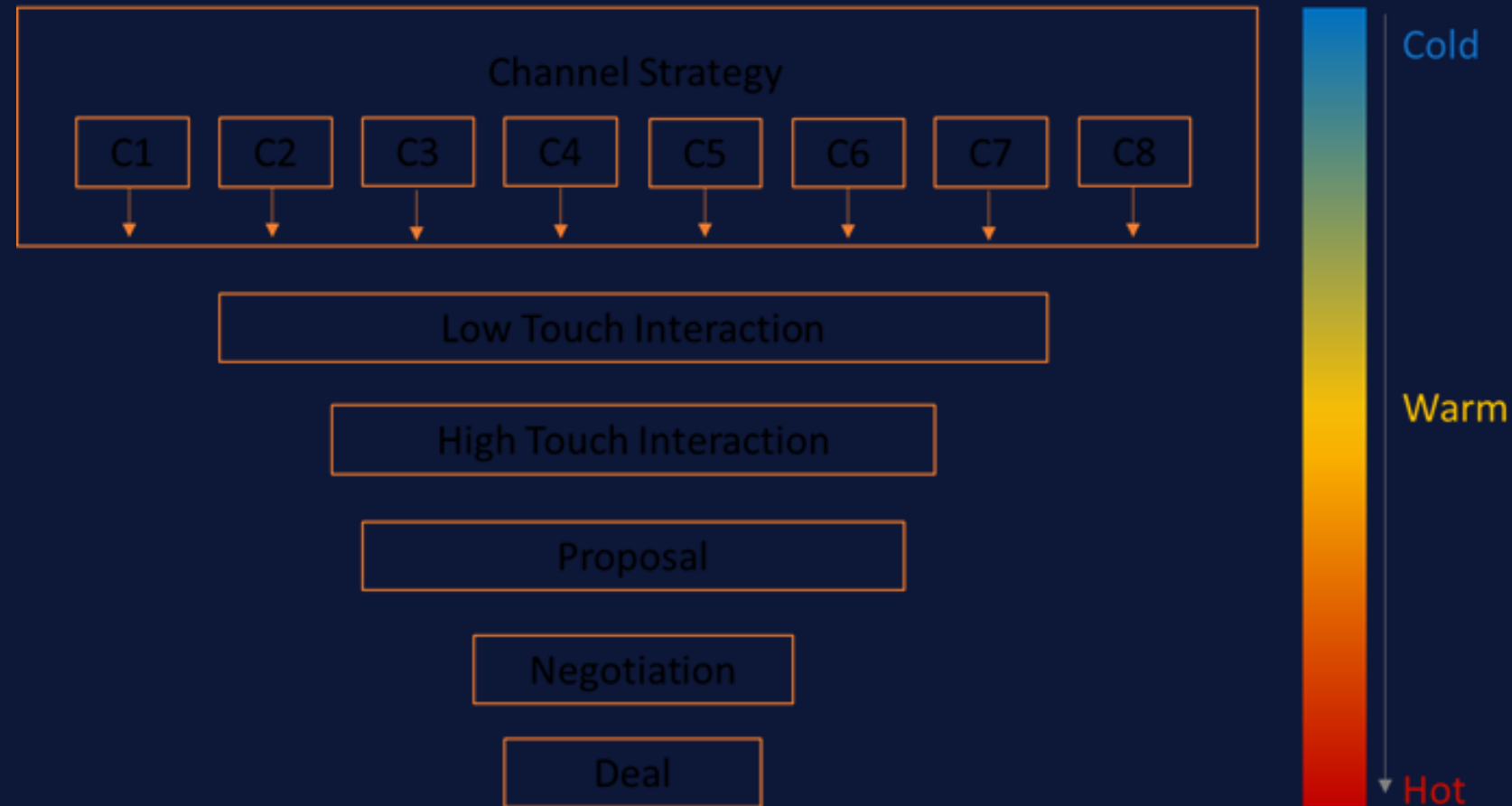
Cold

Warm

Hot

So, how do you get in their boardrooms?

omnichannel



Value • Visibility • Velocity

Flip the narrative.

The question is not...

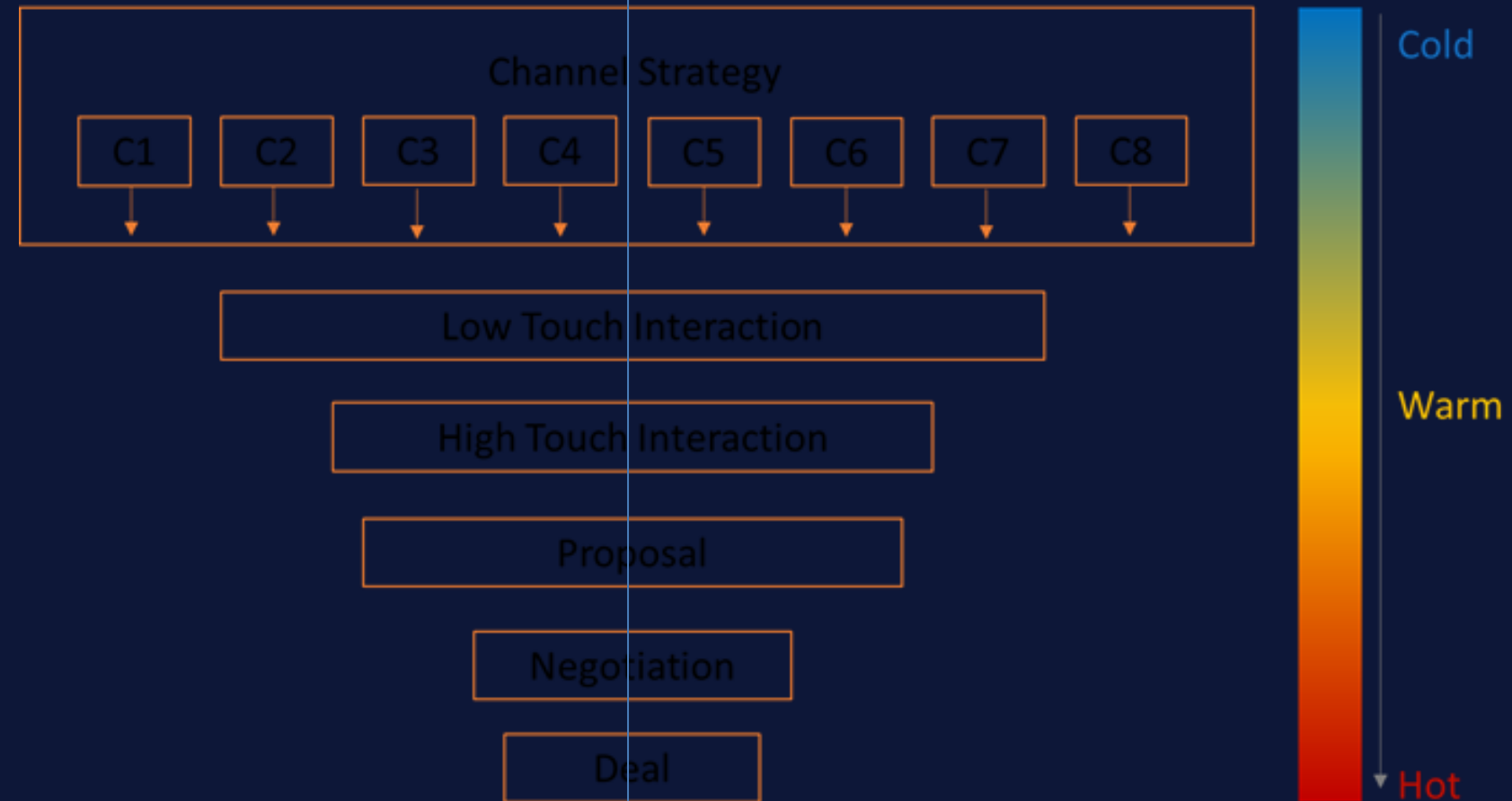
...how can I sell to my ICP, but...

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

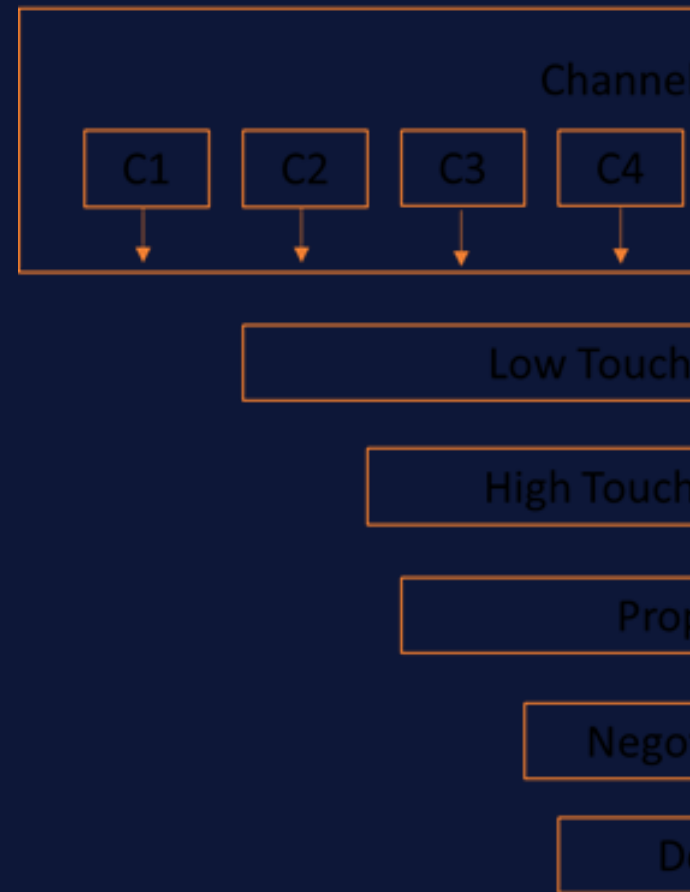
(there is a huge difference)

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

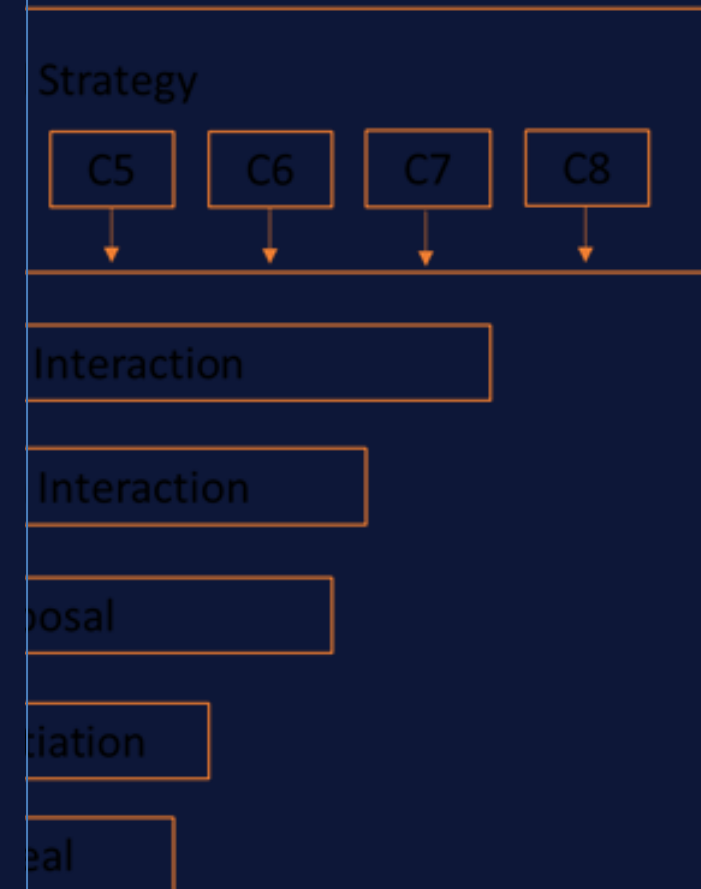
SEO

YouTube



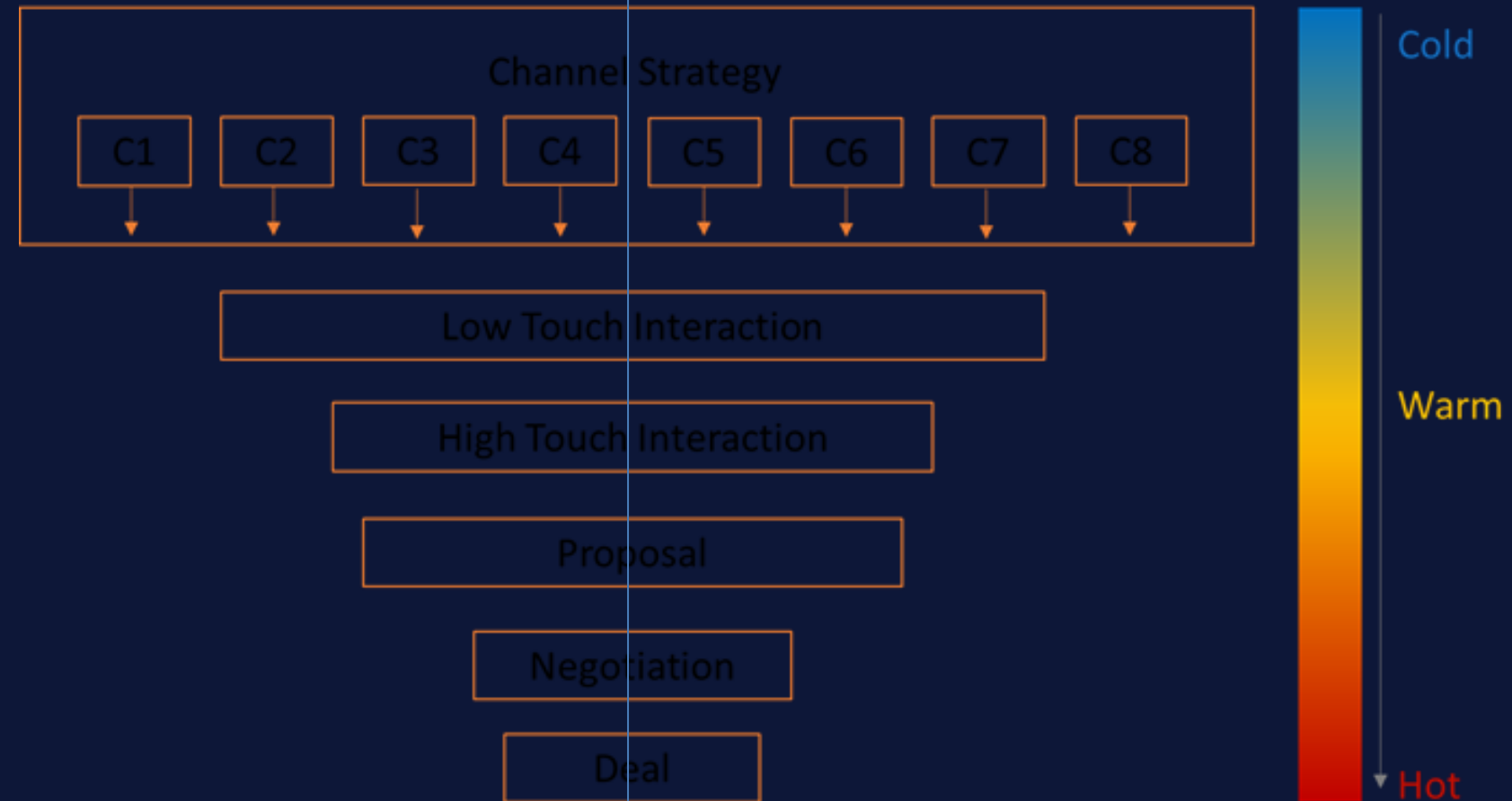
LinkedIn – networking
Instagram – community building
Facebook – community building
Events – internal and external
PCCs – Placed Candidate Campaigns
Partner channel
Community Platform
Online Roundtables
Podcasts
Referral programmes
SEO and AI SEO

Inbound



Outbound

Inbound



omnichannel

LinkedIn – networking
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Community Platform
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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.”

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?	
Positioning	Are we a key part of their strategic plans, or just a supplier of a service?	
Evidence	What measurable ROI have we delivered in the last 90 days?	
Differentiation	Would they choose us over two credible alternatives?	
Momentum	Do we have planned our next value-adding moment of truth?	

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.

Finding clients before they know they need you.



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Office lease signed

Company takes new space → headcount expansion incoming.

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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

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. Canopus Group – Tech Hub Expansion



Company: Canopus 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



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.

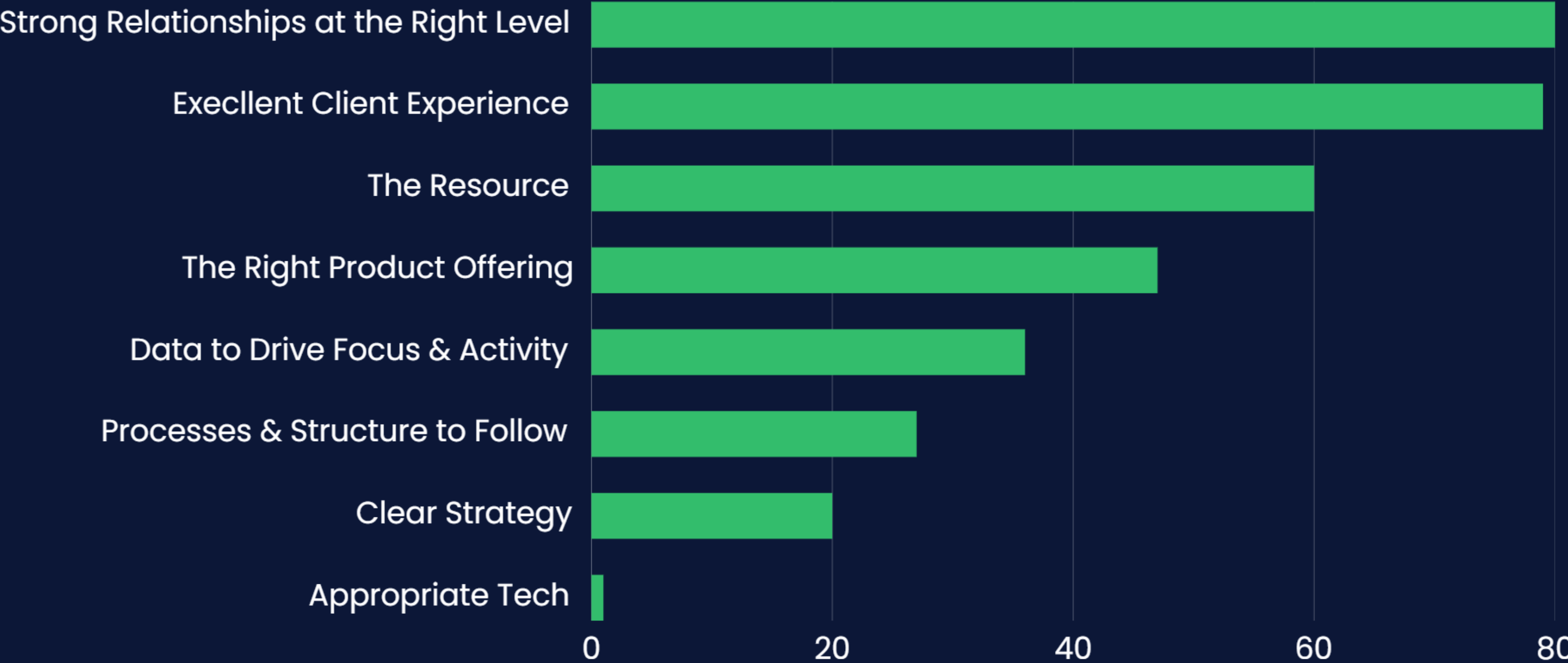
(P.S Thank you to [James Osborne](#) who first sparked this project within "Operation Goldmine" - if I don't mention him, I will be in big trouble).

  You and 115 others

26 comments • 2 reposts

  Celebrate  Comment  Repost  Send

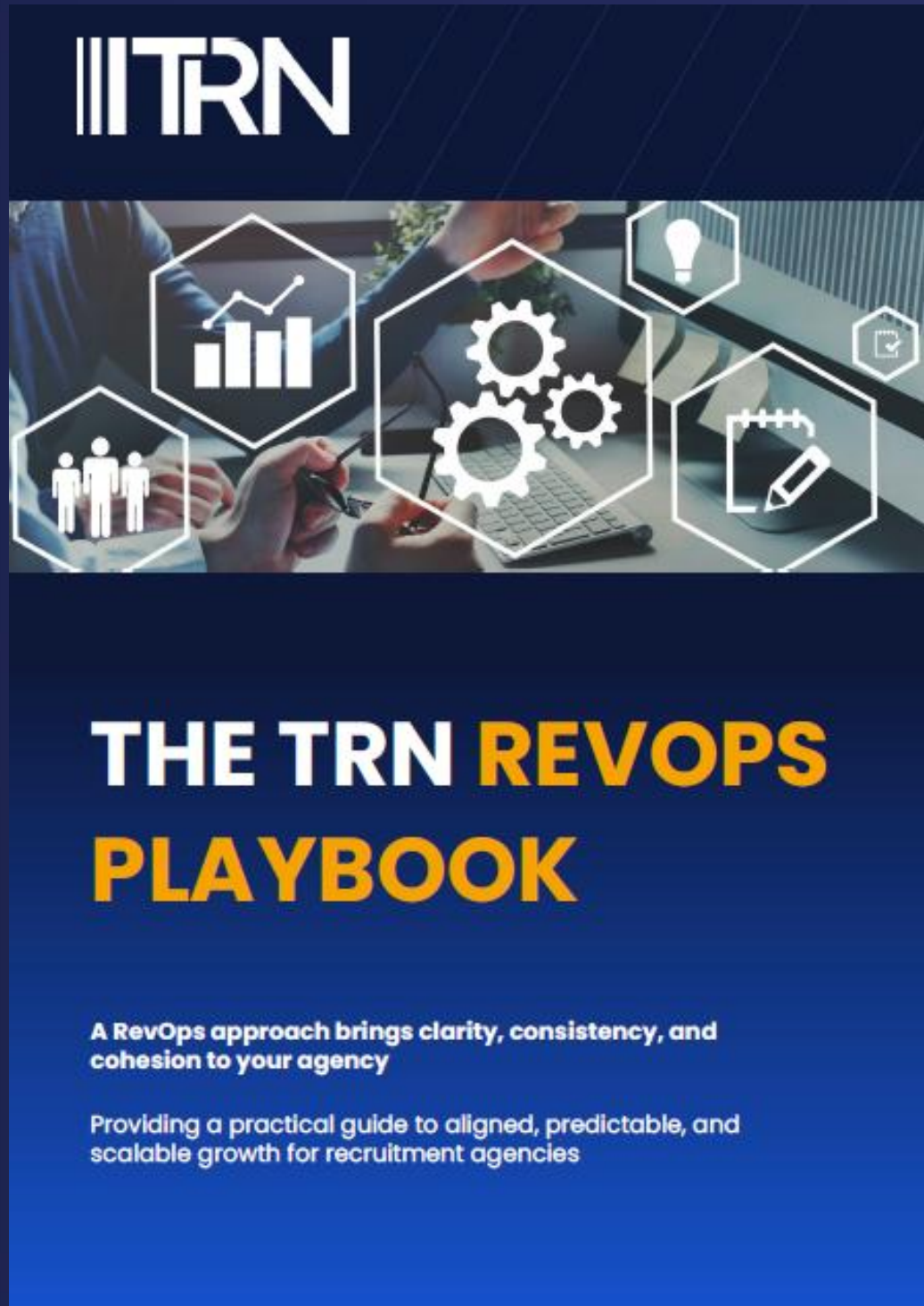
POLL RESULTS: *One particular **STRENGTH** when it comes to Account Management*



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

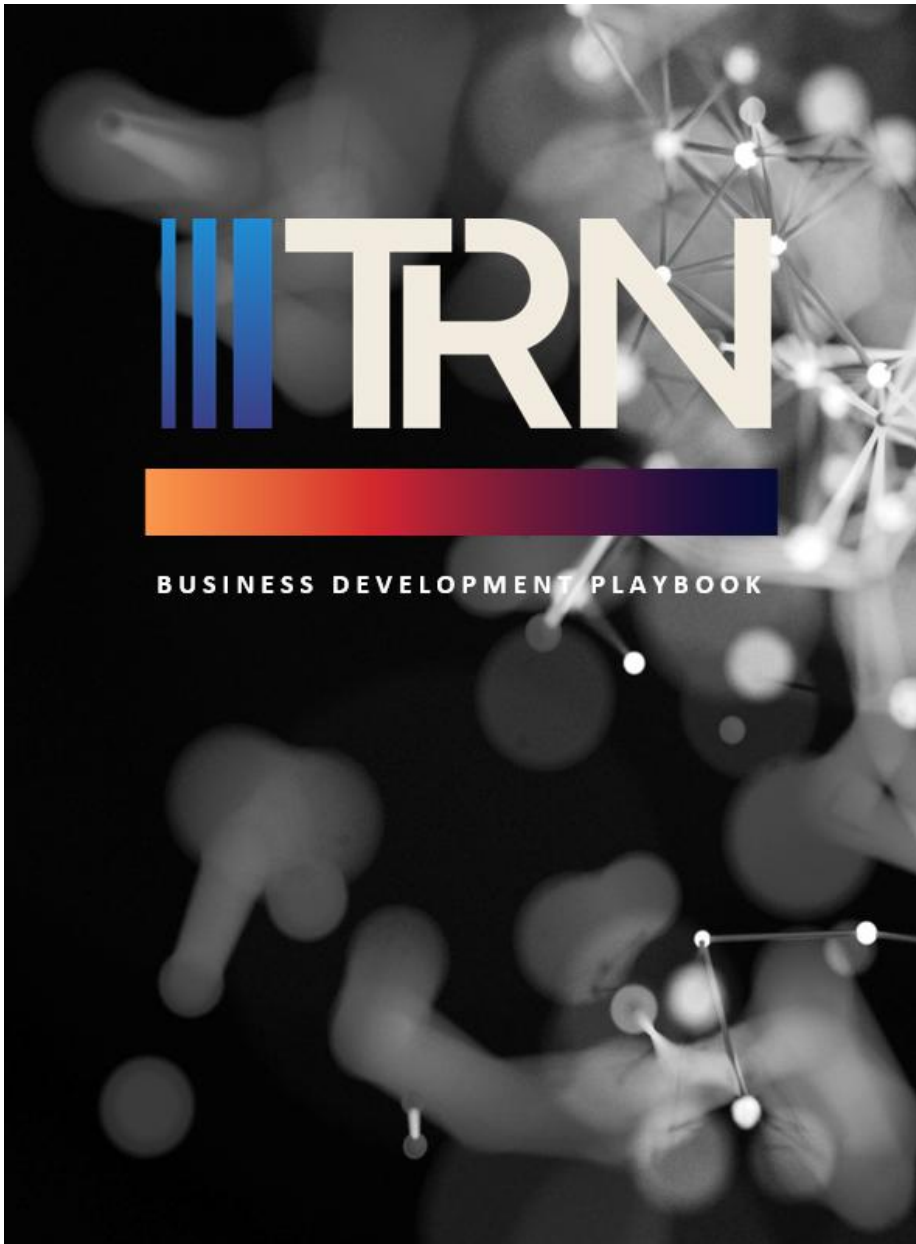


The TRN RevOps Playbook

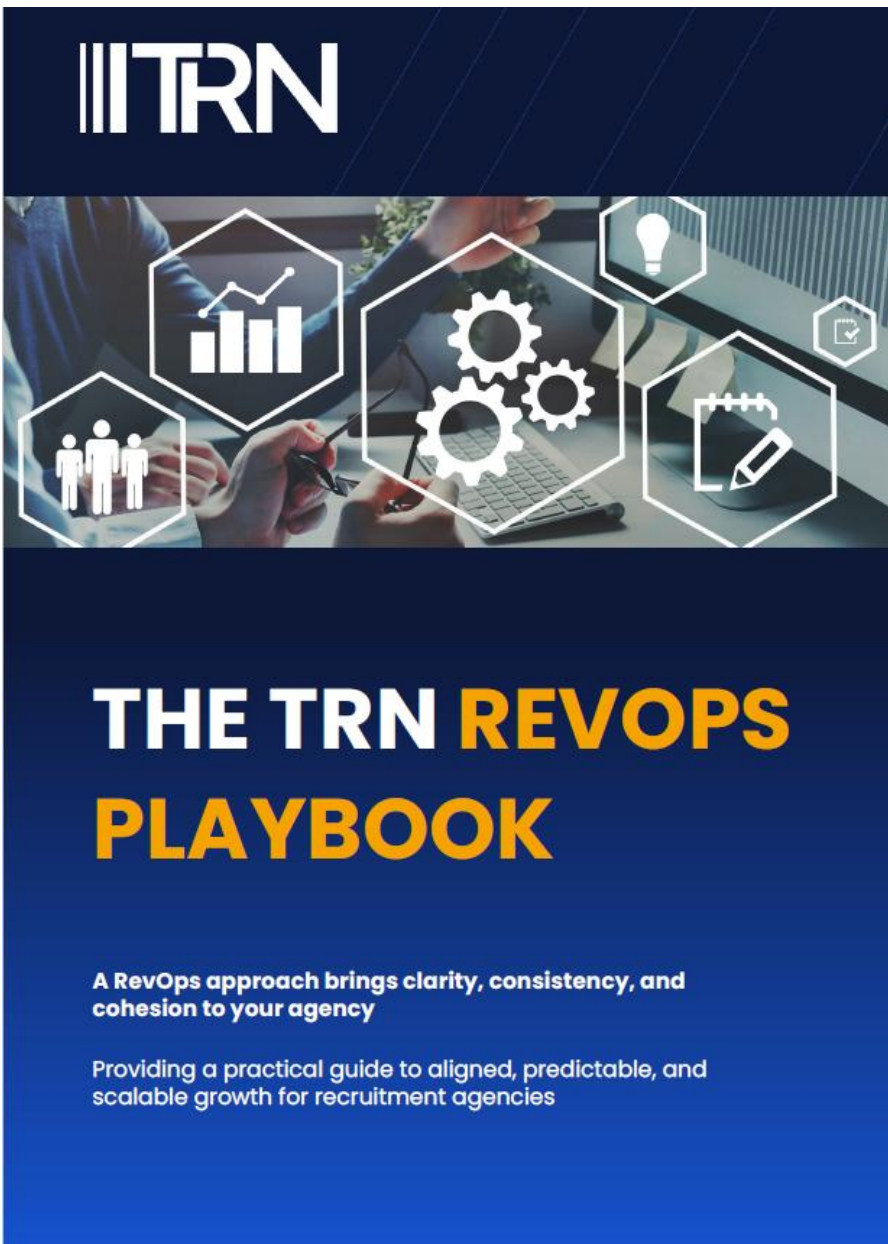


The playbook emphasises a shift from a linear "funnel" to a continuous "flywheel" model (**Attract, Engage, Delight**) that focuses on building momentum and continuous improvement beyond initial placement.

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.

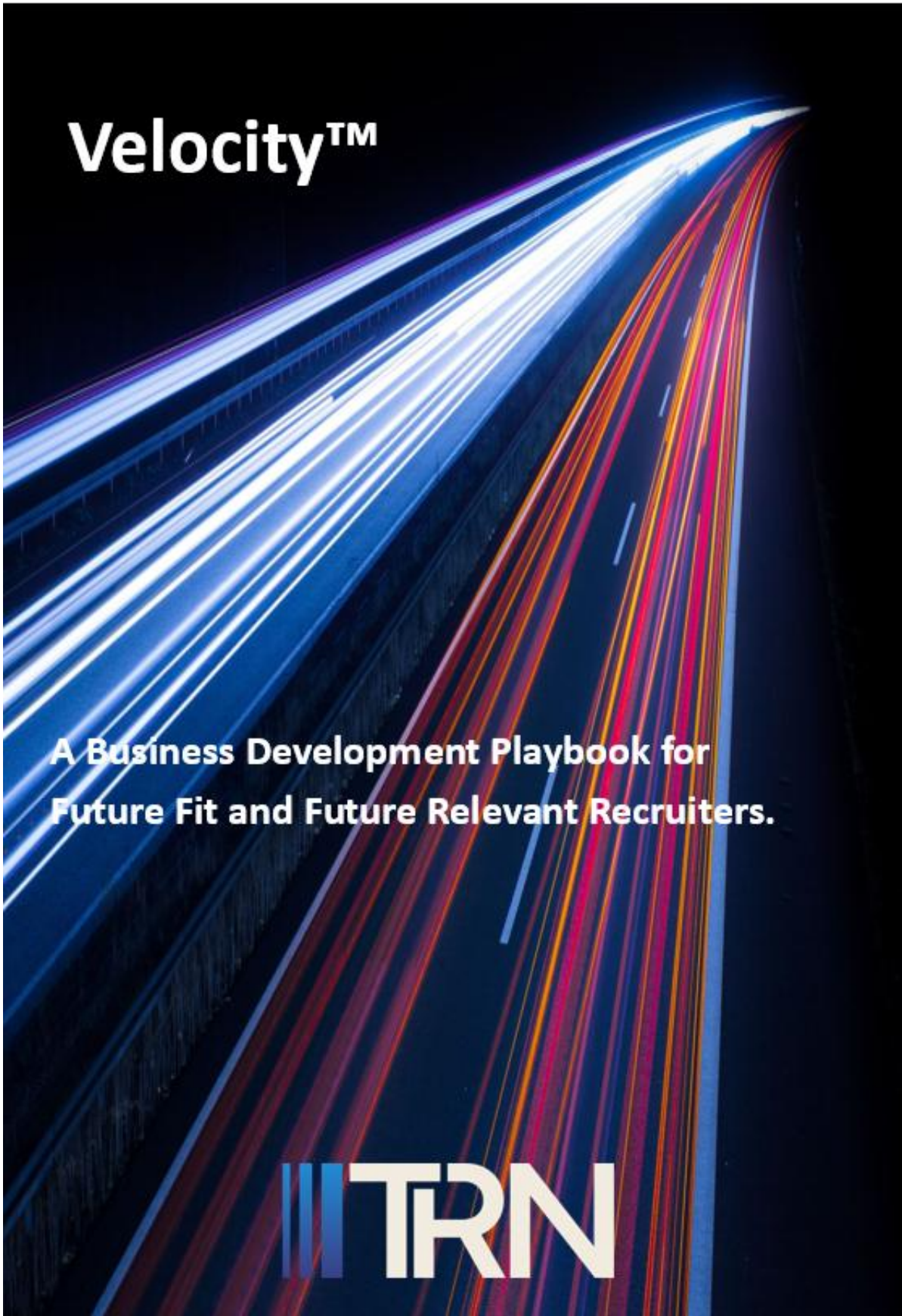


2024



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:

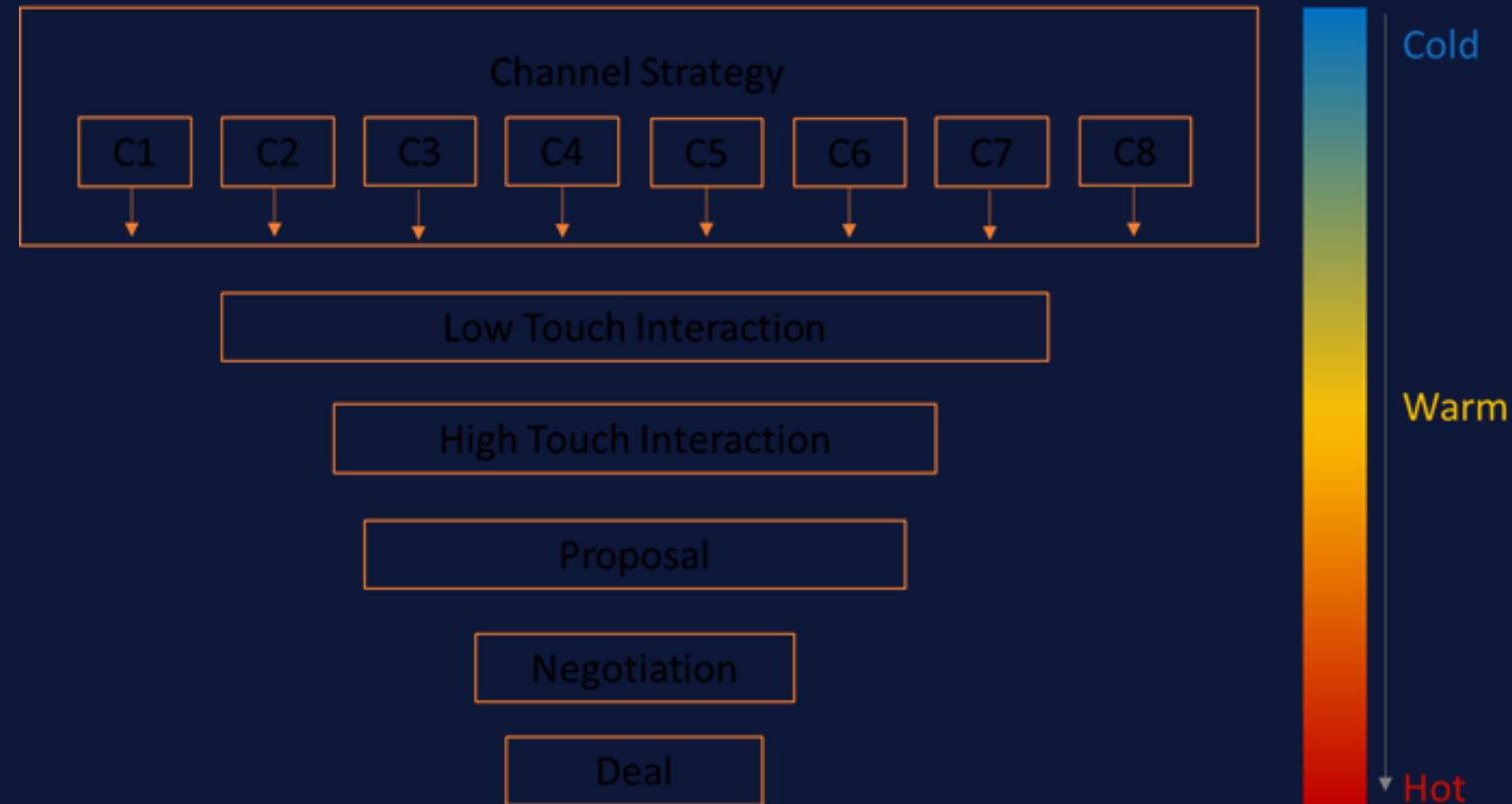
RevOps isn't just a new system, *it's a new way of thinking*. This audit is your starting point. Whether your agency is laying the groundwork or fine-tuning a high-performance engine, the opportunity is the same: build a business where every team, process, and decision contributes to scalable, sustainable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



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.

Target Customer Personas and Targeted Candidate Personas

In its most basic format, these are pictorial overviews of your target audience.

By mapping out things such as their likes, dislikes, content markers, pain points and go-to sources of information, you can build out a complete profile of the people you are trying to attract to ensure that all content you produce lands with them whilst getting picked up by the algorithms.



AI Prompt starter:

"I have this [article/webinar/transcript] attached. Can you suggest and create 30 different ways to break it down into smaller content pieces that I can use on LinkedIn as part of my social media content strategy that would engage hiring managers? Then create a LinkedIn content calendar based on this article, scheduling different formats over the next four weeks."

You can follow a similar process just by looking at general themes (as aligned to your TCPs above) that are trending right now, and then creating content around what's being talked about today, right now by your personas. We refer to this as Trend Surfing.

AI Prompt starter:

"I have uploaded by target customer Persona (TCP). Looking at various sources across the internet, what are the top trending topics that would be affecting them this week. Please suggest and create 30 different pieces of content that I can use on LinkedIn as part of my social media content strategy that would add value to them based on their personas and those trending themes. Then create a LinkedIn content calendar based on this trending theme, scheduling different formats over the next four weeks."

Building a Content Pyramid

The Content Pyramid is a very simple way to take pre-existing content (source) and extract a number of different short form pieces of content that you can then use and repurpose as part of your content strategy.

Start with a long-form piece of content (e.g. a whitepaper or article, or a recorded webinar).

Then get AI to break that down for you into multiple short-form pieces of content.

For example, you can post a link to the article, or paste the transcript of a YouTube video into ChatGPT and get it to break that down into micro pieces of content to reuse, or use a tool like Opus Clip to cut up videos for you in seconds that you can repurpose.

You can ask the AI to reproduce that content either as a poll, or a carousel, or a micro report and so on.

Remember, to make it engaging by adding a question or call to action.



You can Google customer Personas (sometimes known as Avatars) and you will see a number of different examples. You can also use ChatGPT to help you build these out.

 Peter Purchaser Role: Head of Procurement Location: Remote Salary Level: £120K+ Role: Decision Maker	Content & Data Markers
Goals & Objectives	Sources of Information
Problems & Pain Points	Decision Making Criteria

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)

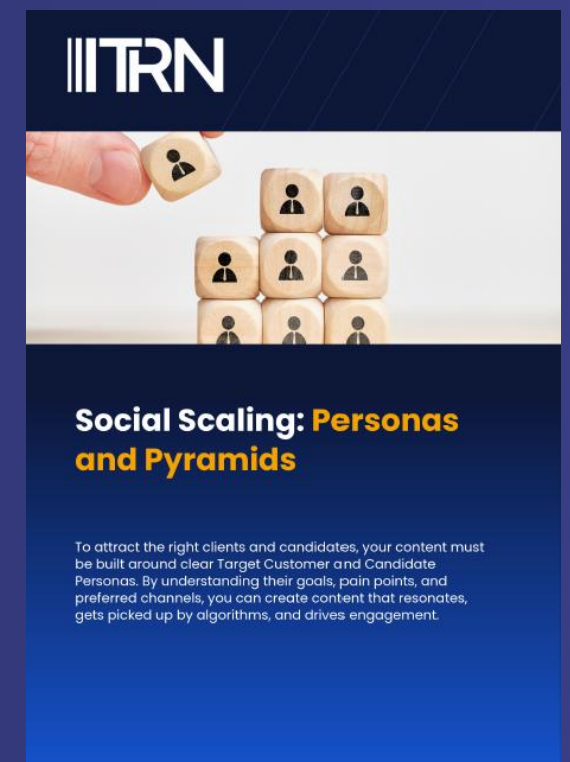
Poor-Fit Clients Are: (e.g. one-off, highly transactional, unwilling to pay market fees)

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 人

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



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

ICP - Quick View By

View settings | Manage ICP Content Planner

- [Targeted leads](#)
- [Feedback and reviews](#)
- [Lead status overview](#)

Using our social media tools enables you to track and monitor your target audience's activity across various platforms.

Manage your ICP Content Planner effectively.

ICP - Engagement

View engagement metrics and trends.

- [Engagement by source](#)
- [Engagement by channel](#)
- [Engagement by topic](#)
- [Engagement by time](#)

Useful insights for understanding audience behavior.

ICP - Lead Mgmt

Manage lead lifecycle from acquisition to conversion.

- [Lead sources](#)
- [Lead nurturing](#)
- [Lead scoring](#)
- [Lead assignment](#)

ICP - Sales Cycle

Track sales pipeline progress and forecast.

- [Sales funnel analysis](#)
- [Conversion rates](#)
- [Sales cycle duration](#)
- [Forecasting](#)

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*

ICP - Analytics

Monitor key performance indicators (KPIs).

- [Website traffic](#)
- [Social media reach](#)
- [Email open rates](#)
- [Conversion rates](#)

ICP - Feedback

Gather customer feedback to improve services.

- [Surveys](#)
- [Reviews](#)
- [Testimonials](#)
- [Net Promoter Score \(NPS\)](#)

ICP - Overview

Define your ideal customer profile (ICP) for targeted marketing.

- Identify key demographics and psychographics.
- Understand pain points and needs.
- Segment your audience for personalized outreach.

ICP - Research

Conduct thorough research to identify potential customers.

- Utilize LinkedIn Sales Navigator for advanced search filters.
- Analyze company websites and social media profiles.
- Engage in direct outreach via email or phone.

ICP - Outreach

Develop a multi-channel outreach strategy.

- Personalize messages based on recipient interests.
- Follow up consistently to build rapport.
- Offer valuable insights or solutions during conversations.

ICP - Conversion

Optimize your sales funnel to increase conversions.

- Streamline the booking process.
- Provide clear calls-to-action (CTAs).
- Track and analyze conversion rates.

ICP - Nurture

Implement a lead nurturing program to keep prospects engaged.

- Send regular newsletters or blog posts.
- Host webinars or workshops relevant to their industry.
- Respond promptly to inquiries and feedback.

ICP - Retention

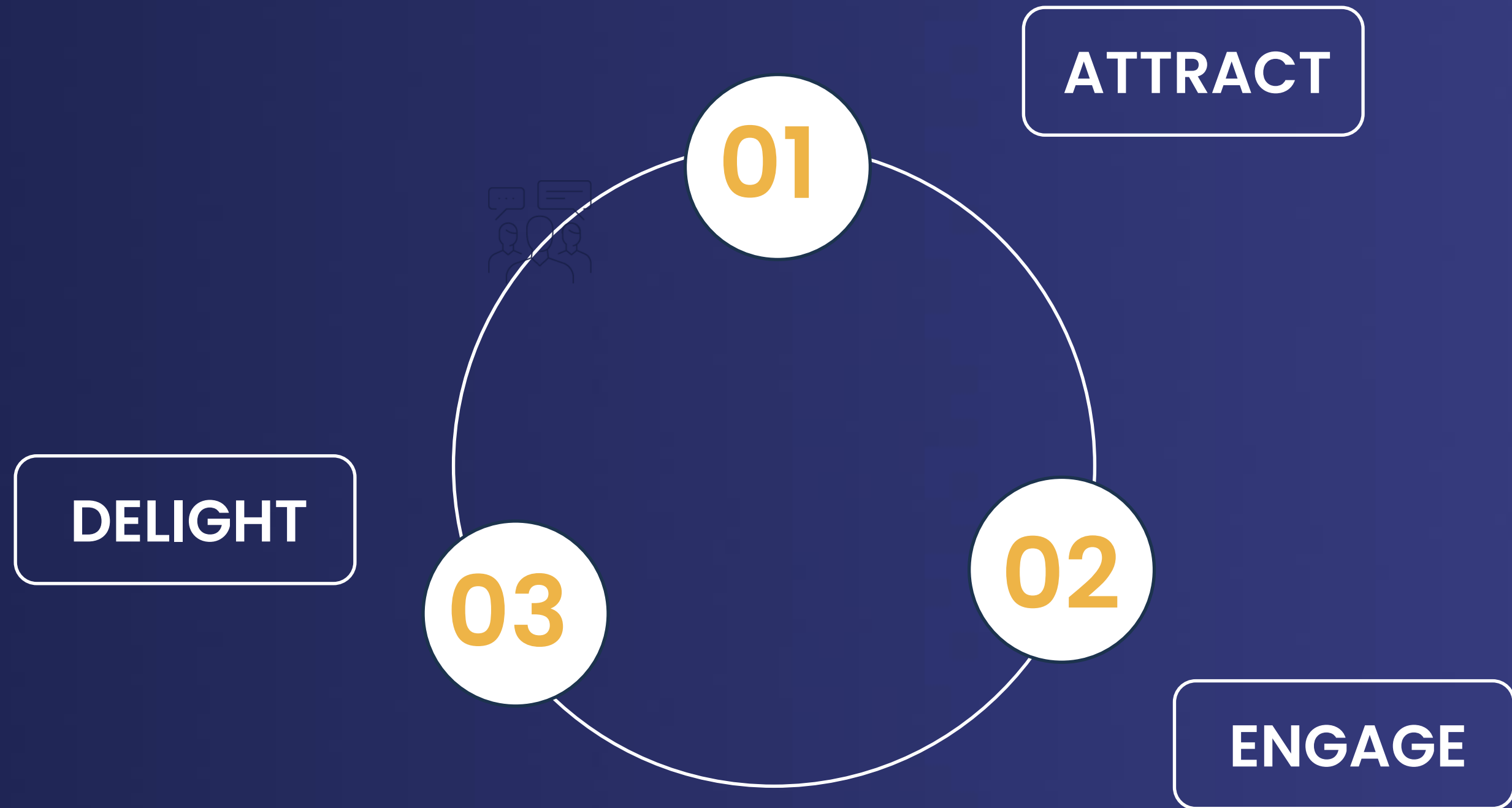
Focus on long-term relationships and client loyalty.

- Deliver exceptional service throughout the journey.
- Seek feedback and act on suggestions.
- Offer exclusive perks or discounts to loyal clients.

ICP - Reporting

Regularly review and report on campaign performance.

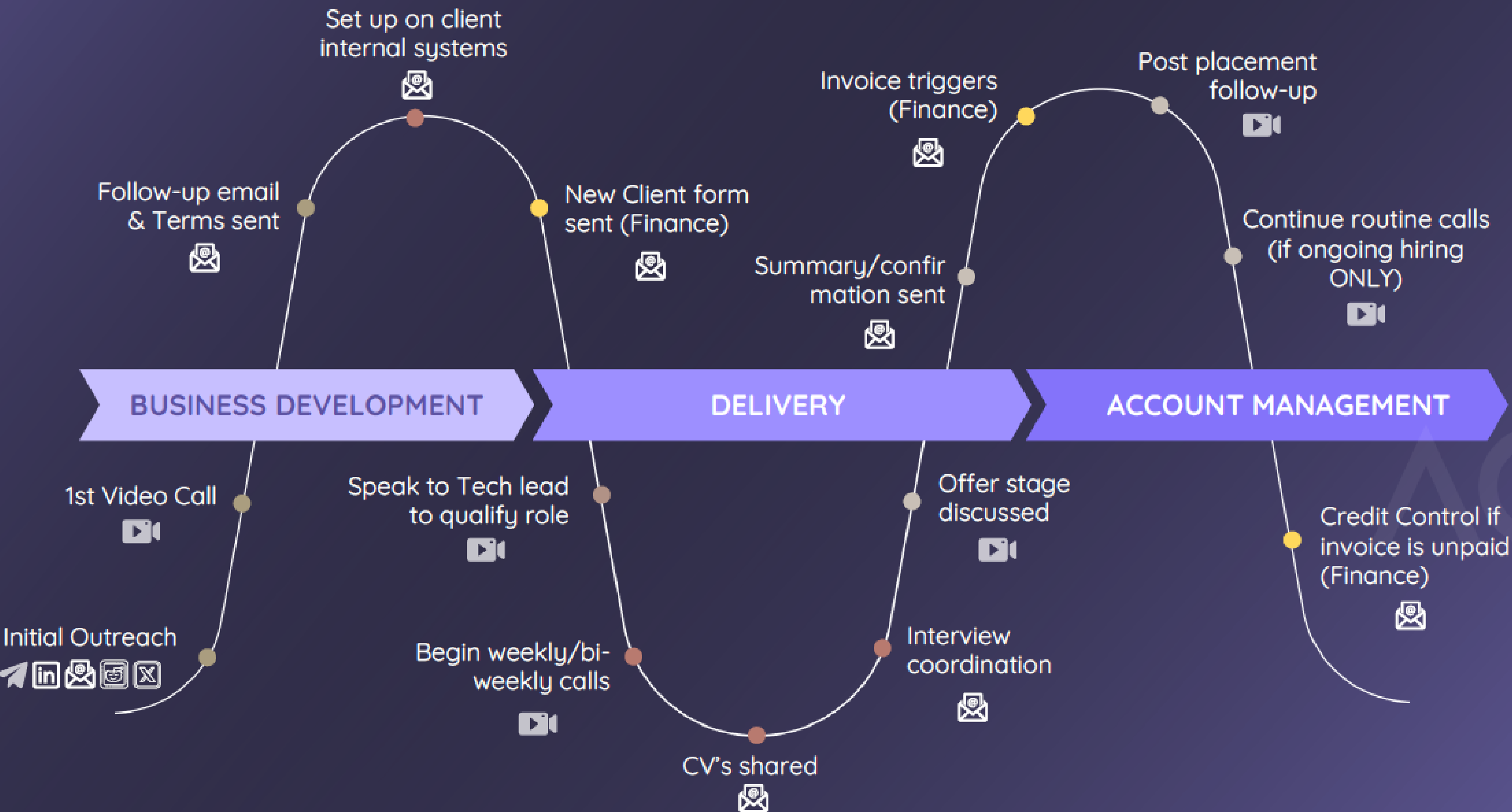
- Use analytics tools to measure ROI.
- Adjust strategies based on real-time data.
- Share success stories with stakeholders.



Customer Journey

Mapping





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

Next Steps...



New August Members Offer

Free Velocity 1:1 planning session



TRACTION

4 Week AI Development and Coaching Programme



SOCIAL SCALING PROGRAMME

4 Week Personal Branding
Development Programme



The PINNACLE Programme

Converting 18% average margins to 35%+



Rumbles and Trailblazers



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

Solo • Plus • Club • Enterprise

www.therecruitmentnetwork.com