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™.

15 people, down from 67 two years ago.

£205k costs per month.

£50k weekly contract GP.

£120k average perm fees per month.

+£1.4m EBITDA

The rise of the superagency™.

29 recruiters.

Up from 18 this time last year.

Average GP per recruiter – £460k per annum.

35% of GP coming from talent consultancy, not placements

The rise of the superagency™.

Solo recruiter.

£220k ARR – community platform.

£170k – perm fees.

1 x community manager and 1 x resourcer in SA

The rise of the superagency™.

Metric

Sold by BGF at a valuation of £100m

Perm business

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

Launched 2019.

The rise of the superagency™.

Highly Productive

Commercially Consultative

Deeply Insightful

Multidirectional in their BD Approach

AI Augmented

The rise of the superagency™.

Highly Productive

Commercially Consultative

Deeply Insightful

Multidirectional in their BD Approach

AI Augmented

The word from the frontline...

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

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

The rise of the superagency™

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

👍

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

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

🙏

Thanks James great to chat 11:02

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

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

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

🙌 06:56

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

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

Yes please! 07:00

4 consecutive month of profitability feels good! 07:00

❤️

The decline of the old model?.

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

And welcomed! 21:31

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

I had to do a swift exit 21:32

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

Today

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

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

Yes please!!!! 06:56

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

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

Doing BD like a superagency!

www.therecruitmentnetwork.com

Quick update from TRN HQ

TRN

VELOCITY

The Ultimate Business Development Playbook for 2026

TRN

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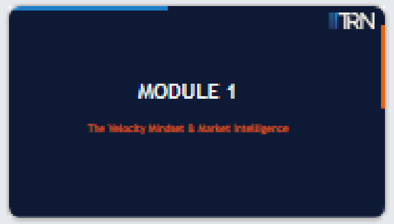

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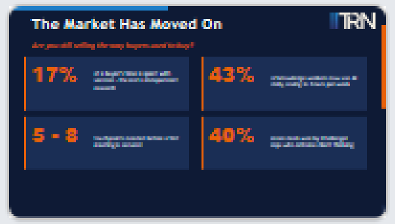

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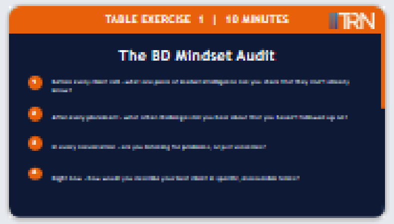

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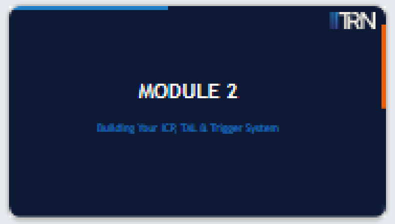

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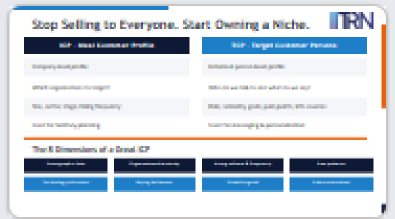

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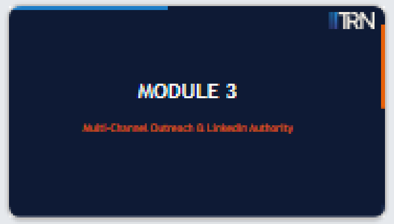

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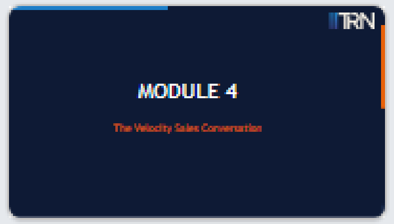

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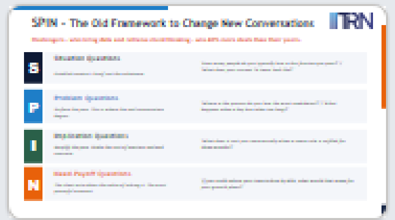

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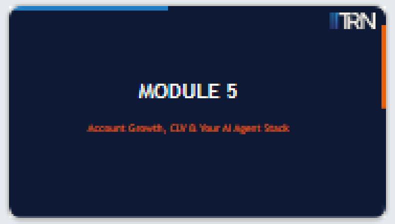

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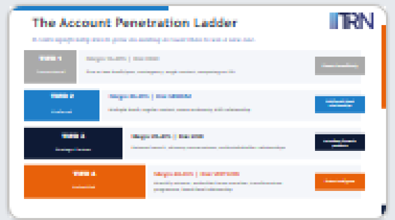

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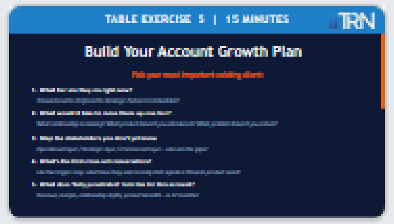

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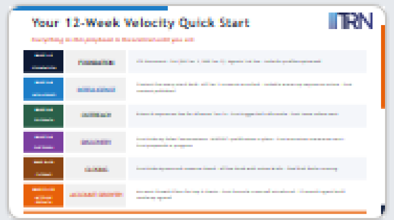

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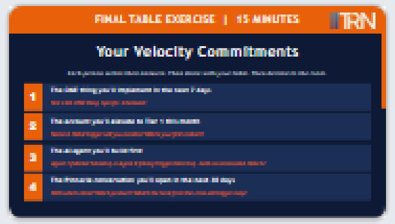

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New August Members Offer

Free Velocity 1:1 planning session


TRN
The PINNACLE Programme
Converting 18% average margins to 35%+

SOCIAL SCALING PROGRAMME

4 Week Personal Branding Development Programme

TRACTION

4 Week AI Development and Coaching Programme


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

Rumbles and Trailblazers

TRN 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

TRN JobSync

Live Vacancies Portal

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

TRN

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.


THE RECRUITMENT NETWORK
TRN
ACCELERATOR
REVIEW REPORT
PREPARED FOR
Caelin Roodt
Testing May
YOUR #1 PRIORITY AREA
High-Performing Team
8
/12
YOUR BUSINESS LANDSCAPE
High-Performing Team
Growing Profitability
Strategy & Business Plan...
Sales & Marketing
Systems & Technology (In...
Operational Efficiency
Candidates
EXECUTIVE SNAPSHOT
DEEP DIVE
DEEP DIVE
DEEP DIVE
PRIORITY LANDSCAPE
YOUR NEXT STEPS
Book your Accelerator session
Access your resources on TRN World

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 **4.3% 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.

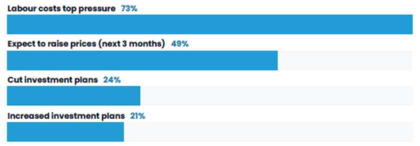
30.3 million	**711,000**	**4.9%**	**£2,599**
Payrolled employees (Mar 2026)	Vacancies (Jan to Mar 2026)	Unemployment rate (Dec 2025 to Feb 2026)	Median monthly pay

UK: The Bank of England held Bank Rate at **3.75%** (8–1 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



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 agent** 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 after 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 premium 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 downsize 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 1): Weekly Management Rhythm That Drives Accountability & Follow-Through (Managers & Team Leaders)
21st July - AI-Tech Connect: Building AI Agents for Recruitment with Microsoft Copilot Studio
28th July - The Recruitment Revenue Dashboard: The KPIs Every Leader Should Track

In Person Events

9th June - Birmingham Rumble - Consultants with UNDER 3 years experience
9th June - Birmingham Rumble - Consultants with OVER 3 years experience
11th June - London Regional Meet Up - The Super Agency Blueprint: Increase Profits Without Scaling Headcount
29th June - TRN Retreat

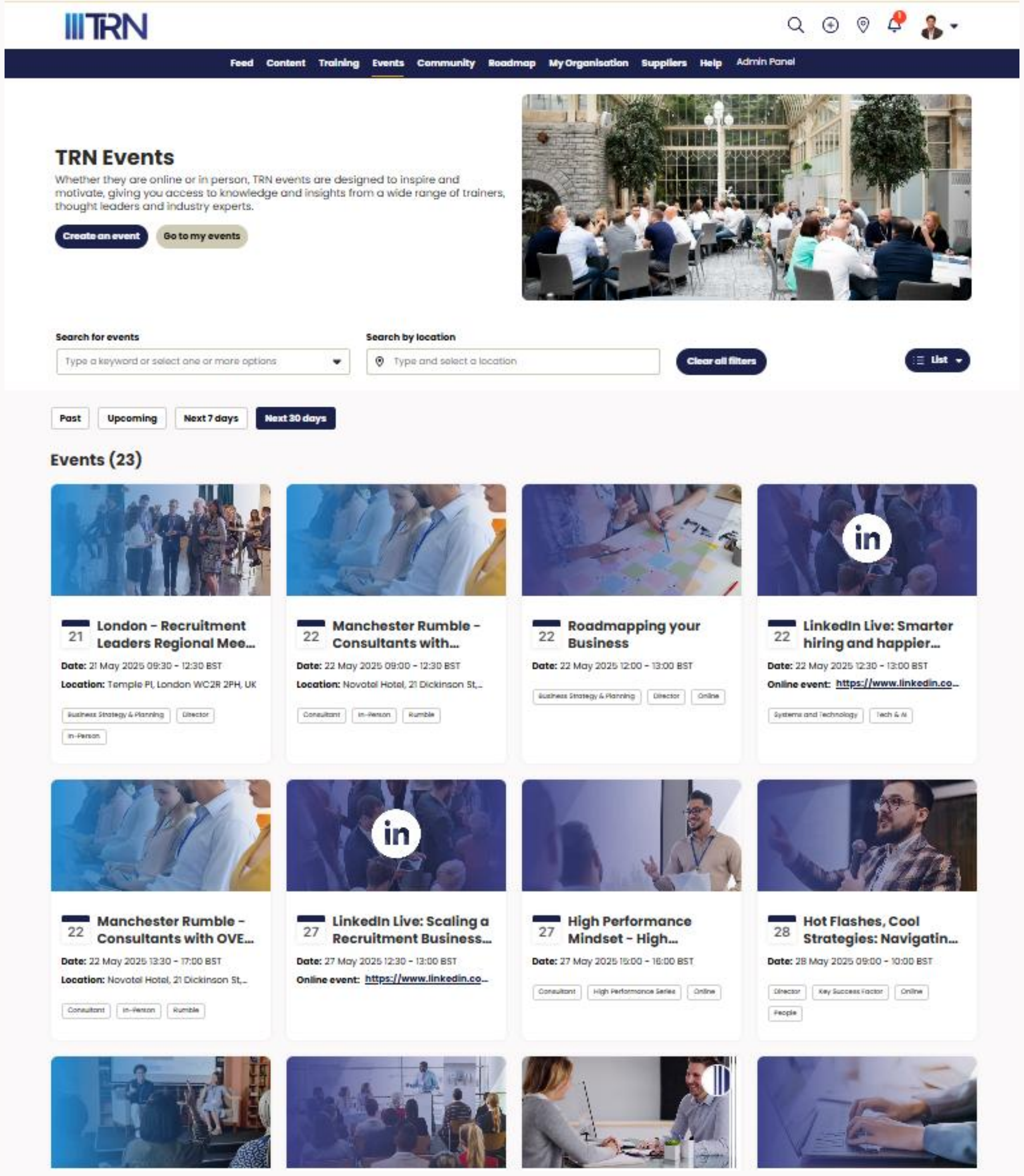
Key Content

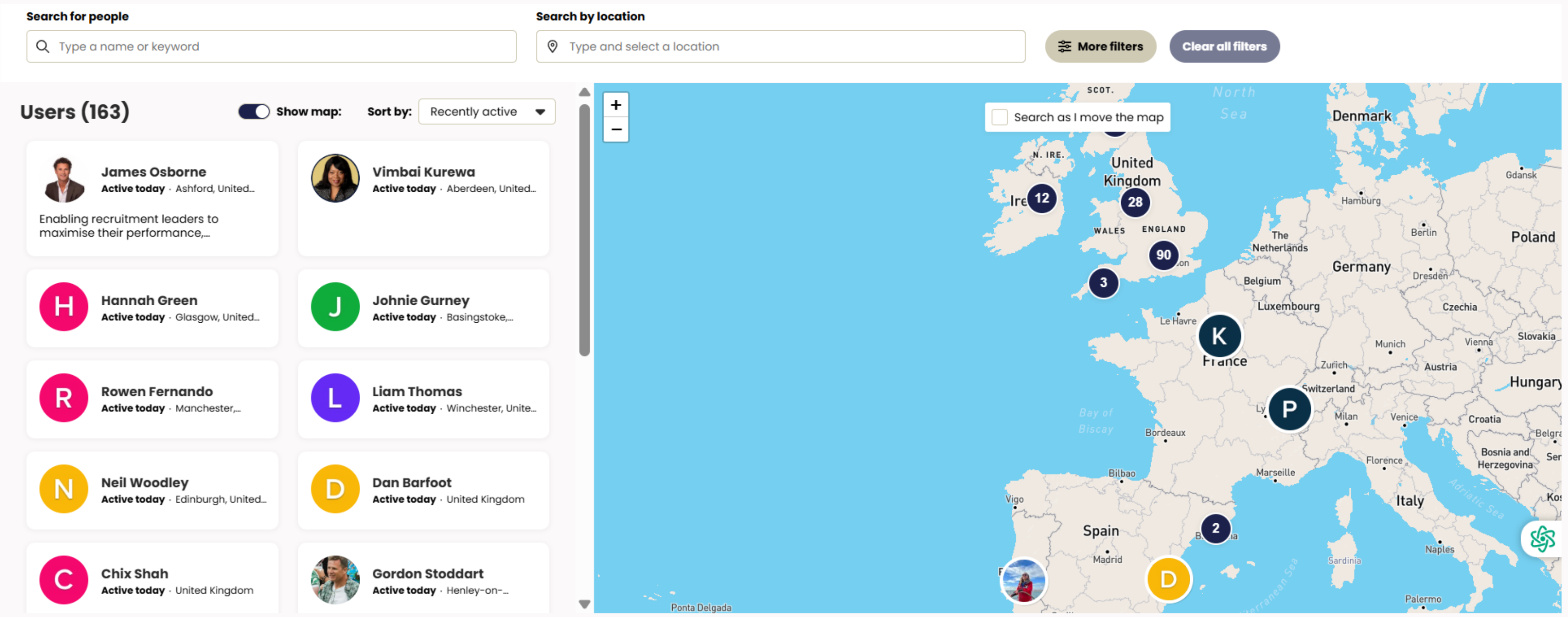
The Pinnacle Programme: Want to shift your business from 18% margins to over 35%? The Pinnacle Programme is for you. A practical framework designed to help recruitment business leaders reposition their agency from a transactional supplier to a high margin strategic talent partner.

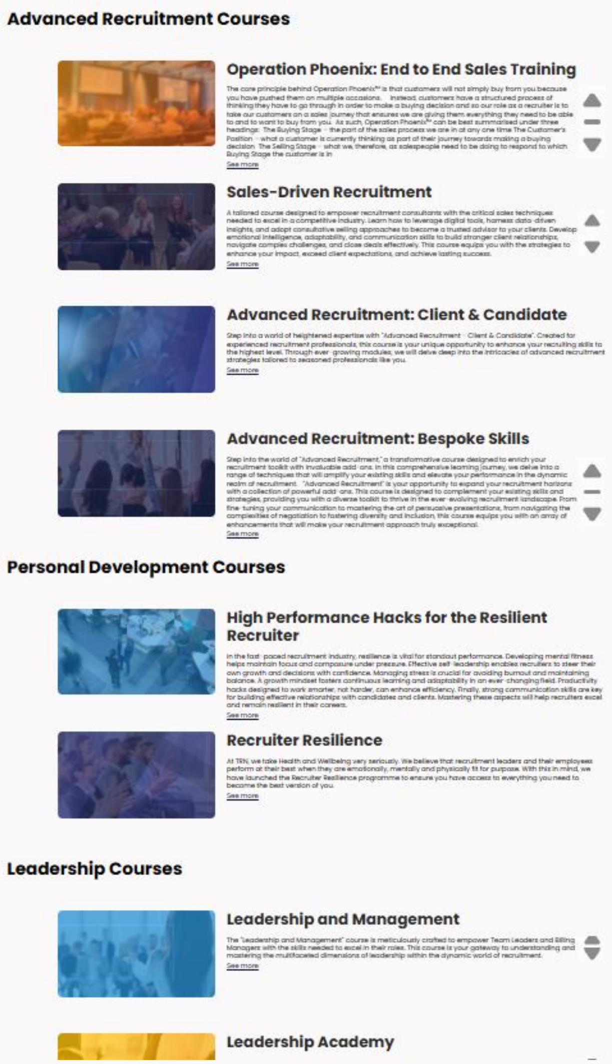
The Velocity Programme: Want to build a smarter, faster and more commercially effective BD engine for your recruitment business? The Velocity Programme is for you.

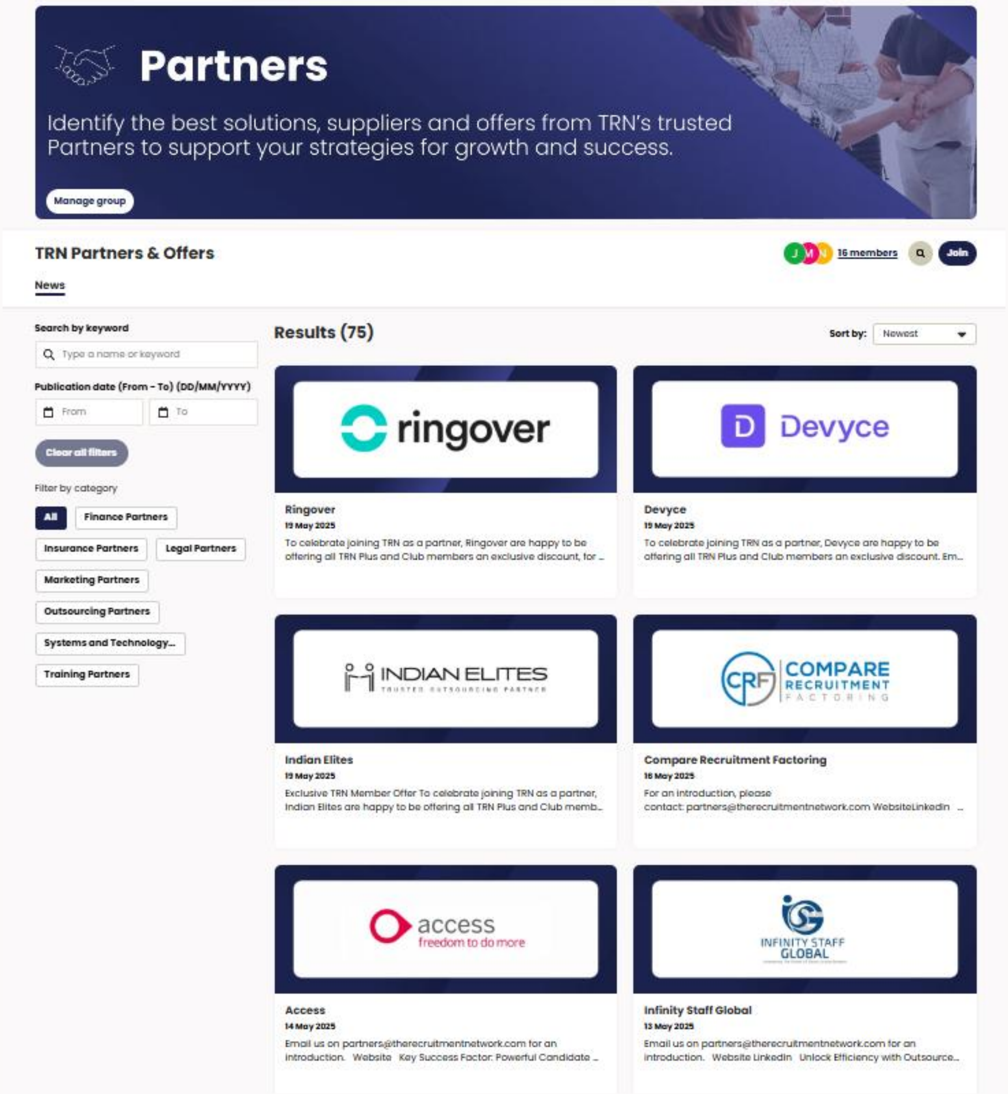
The Solo Operator Planning Playbook: Being solo does not mean thinking small. This fillable playbook is built to help solo recruitment operators recognise the advantages they already have - focus, agility, senior relationships and lean margins - and turn them into a stronger, more profitable business.

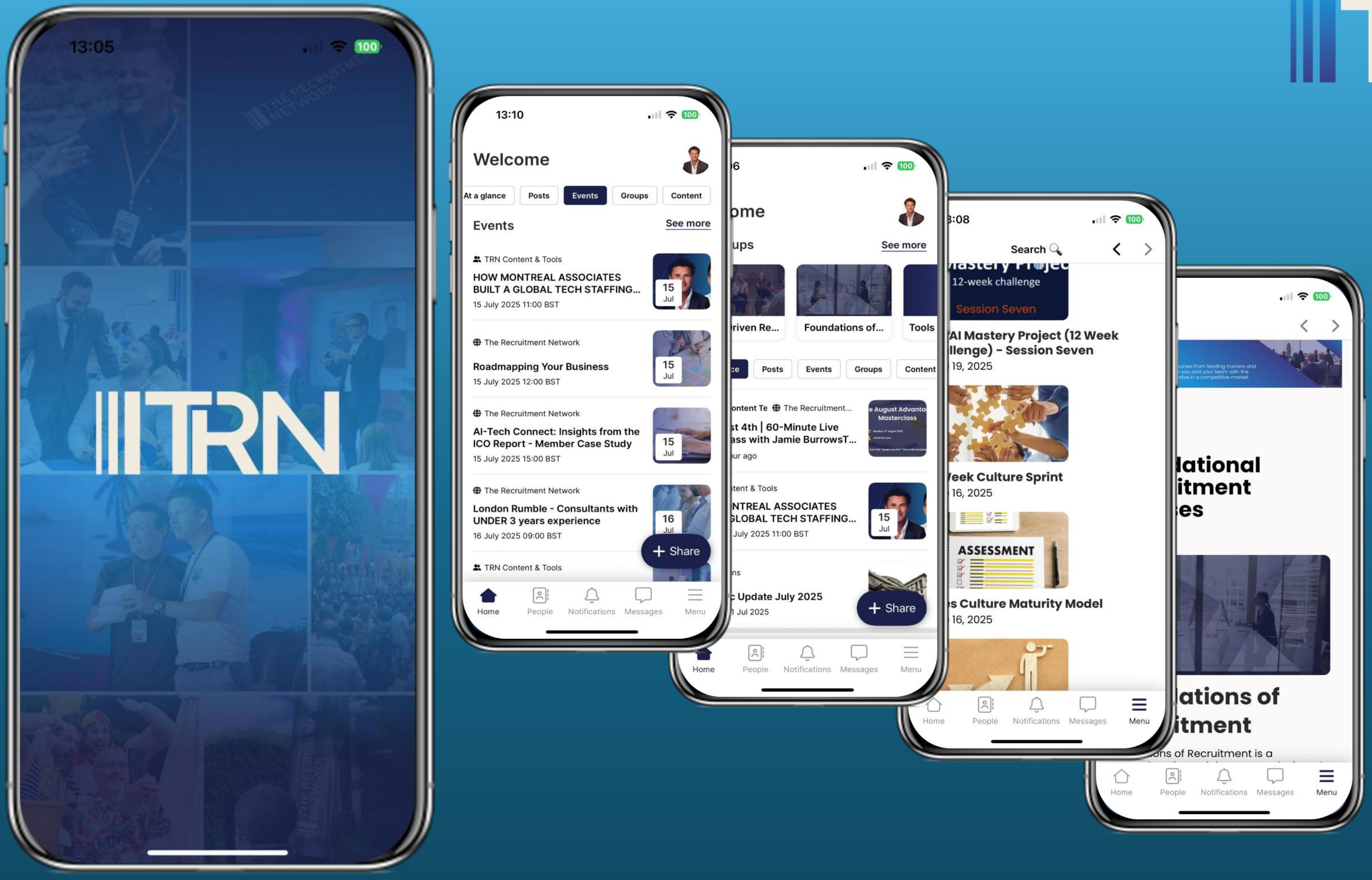
Mastering the LinkedIn Algorithm: Your complete guide to getting seen, heard and engaged with on LinkedIn.


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


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


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


Partners
Identify the best solutions, suppliers and offers from TRN's trusted Partners to support your strategies for growth and success.
Manage group
TRN Partners & Offers
16 members
Join
News
Search by keyword
Publication date (From - To) (DD/MM/YYYY)
Clear all filters
Filter by category
All
Finance Partners
Insurance Partners
Legal Partners
Marketing Partners
Outsourcing Partners
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
Compare Recruitment Factoring
16 May 2025
Access
14 May 2025
Infinity Staff Global
13 May 2025


13:05
TRN
13:10
Welcome
At a glance
Posts
Events
Groups
Content
Events
See more
TRN Content & Tools
HOW MONTREAL ASSOCIATES BUILT A GLOBAL TECH STAFFING...
15 July 2025 11:00 BST
The Recruitment Network
Roadmapping Your Business
15 July 2025 12:00 BST
The Recruitment Network
AI-Tech Connect: Insights from the ICO Report - Member Case Study
15 July 2025 15:00 BST
The Recruitment Network
London Rumble - Consultants with UNDER 3 years experience
16 July 2025 09:00 BST
Share
Home
People
Notifications
Messages
Menu
See more
Foundations of...
Tools
Update July 2025
Search
12-week challenge
Session Seven
Culture Sprint
ASSESSMENT
Culture Maturity Model

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.

TRN

… but the wrapping has changed.

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

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

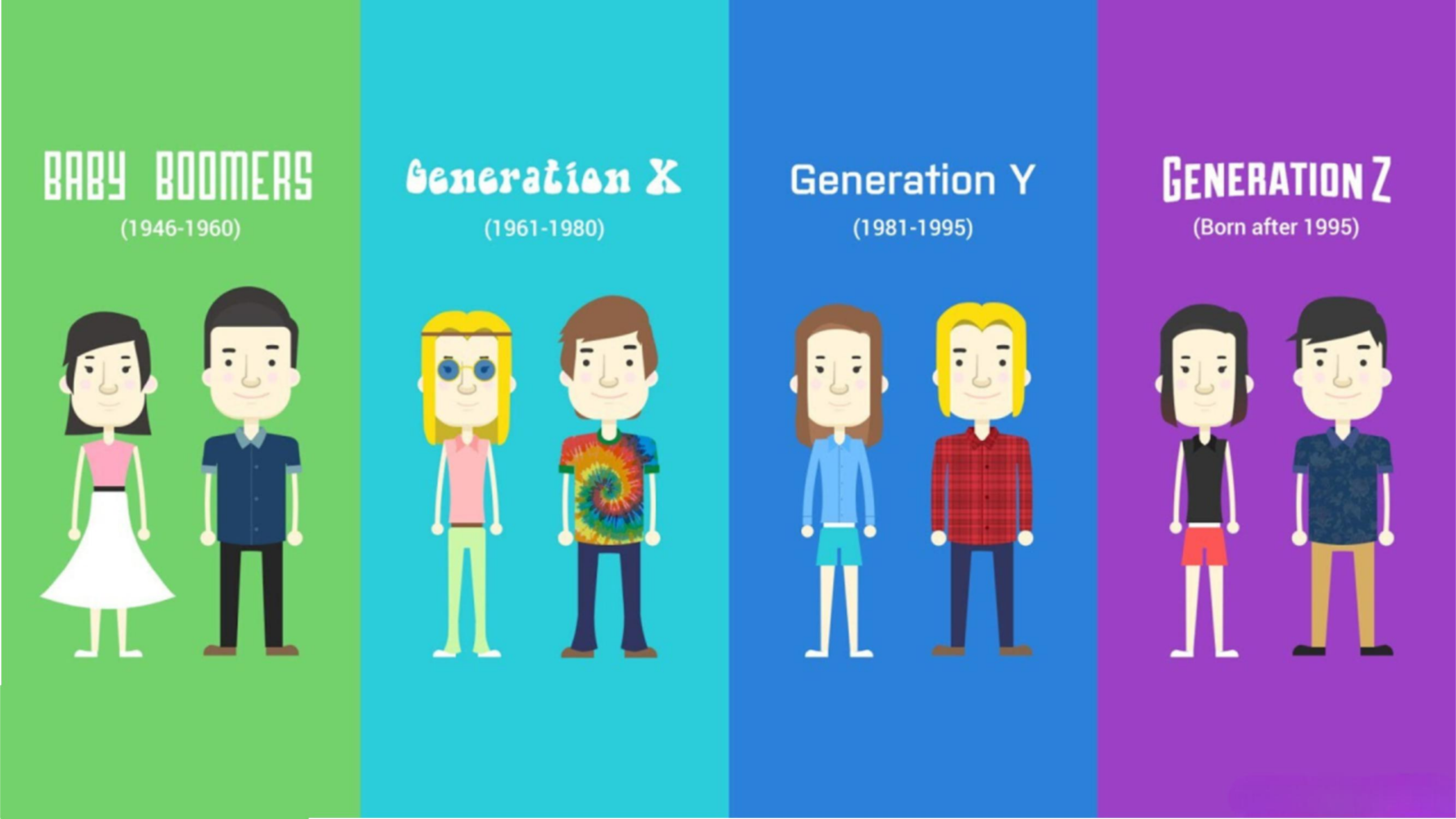
The buying process has changed (it had to), but the recruitment sales process hasn't kept up with that change.


BOOKIN
Destination
Arrival
Departure
SEARCH

So, what is going on?


11:56
Incoming Call
Suspected Spam
Block Number


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

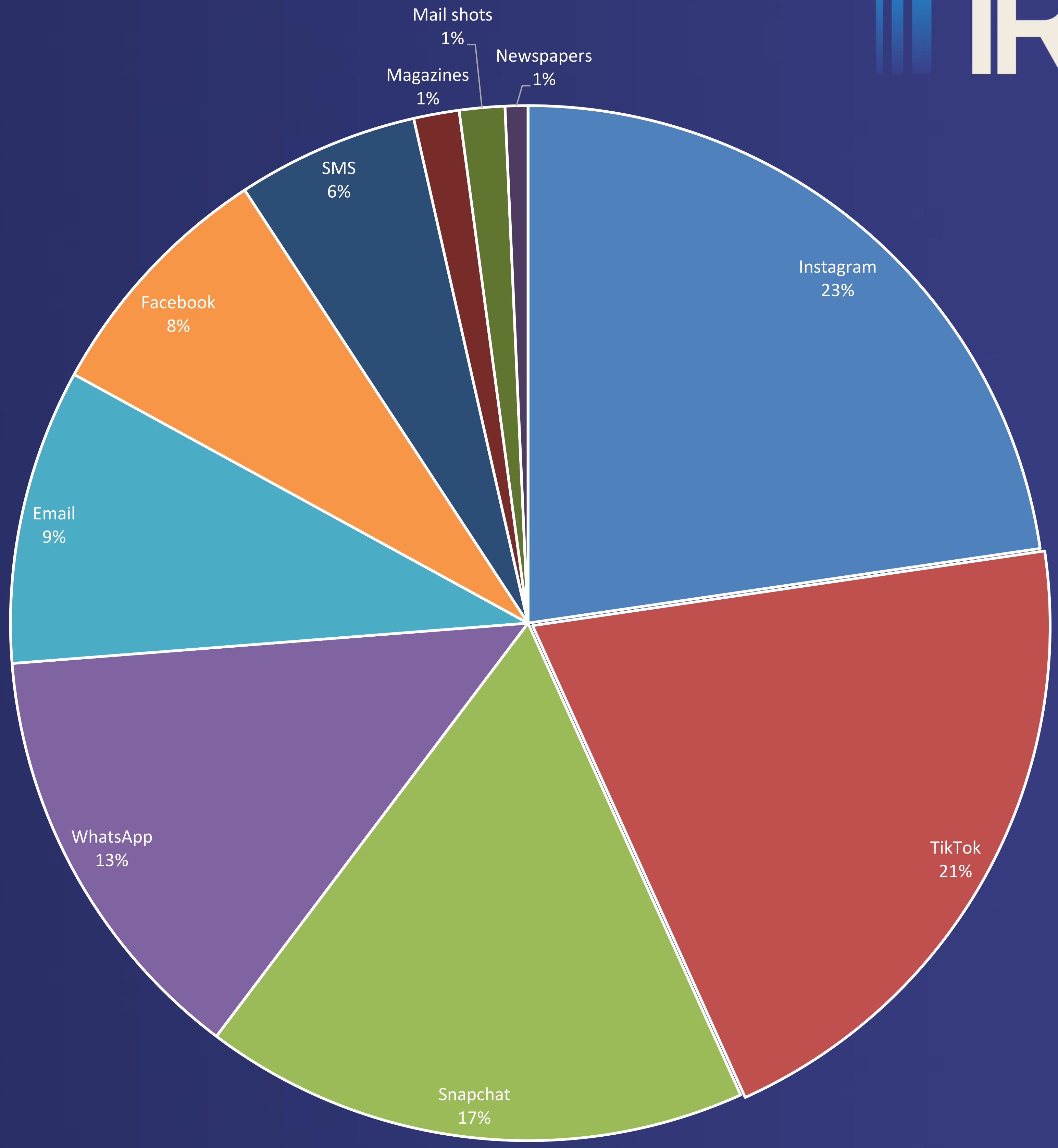

BABY BOOMERS
(1946-1960)
Generation X
(1961-1980)
Generation Y
(1981-1995)
GENERATION Z
(Born after 1995)

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

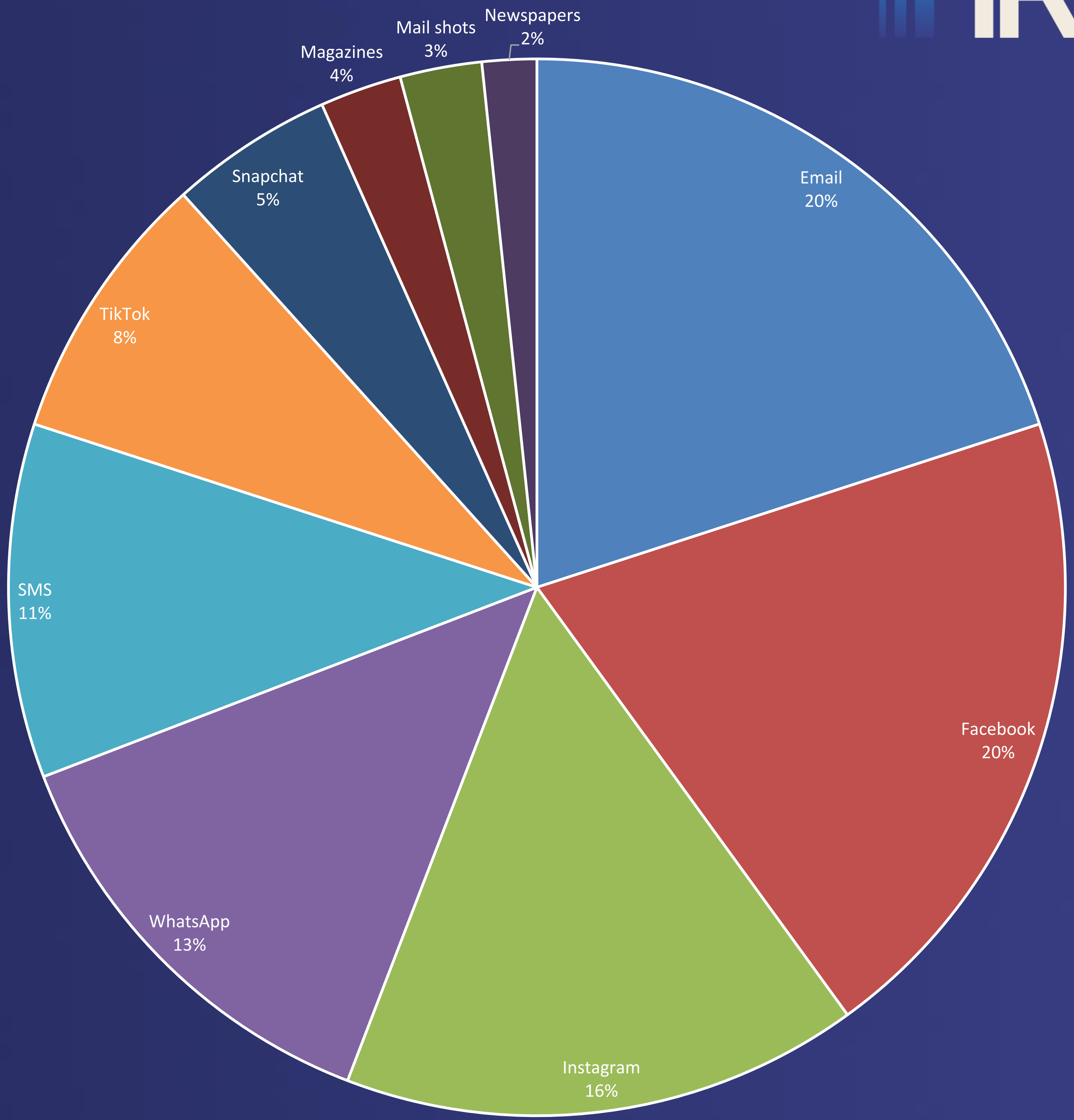

Tinder
Instagram
Twitter
Pinteres
WhatsApp
Facebook
Snapchat
Viber
gram
osenger

Which of the following channels are your ICPs using?

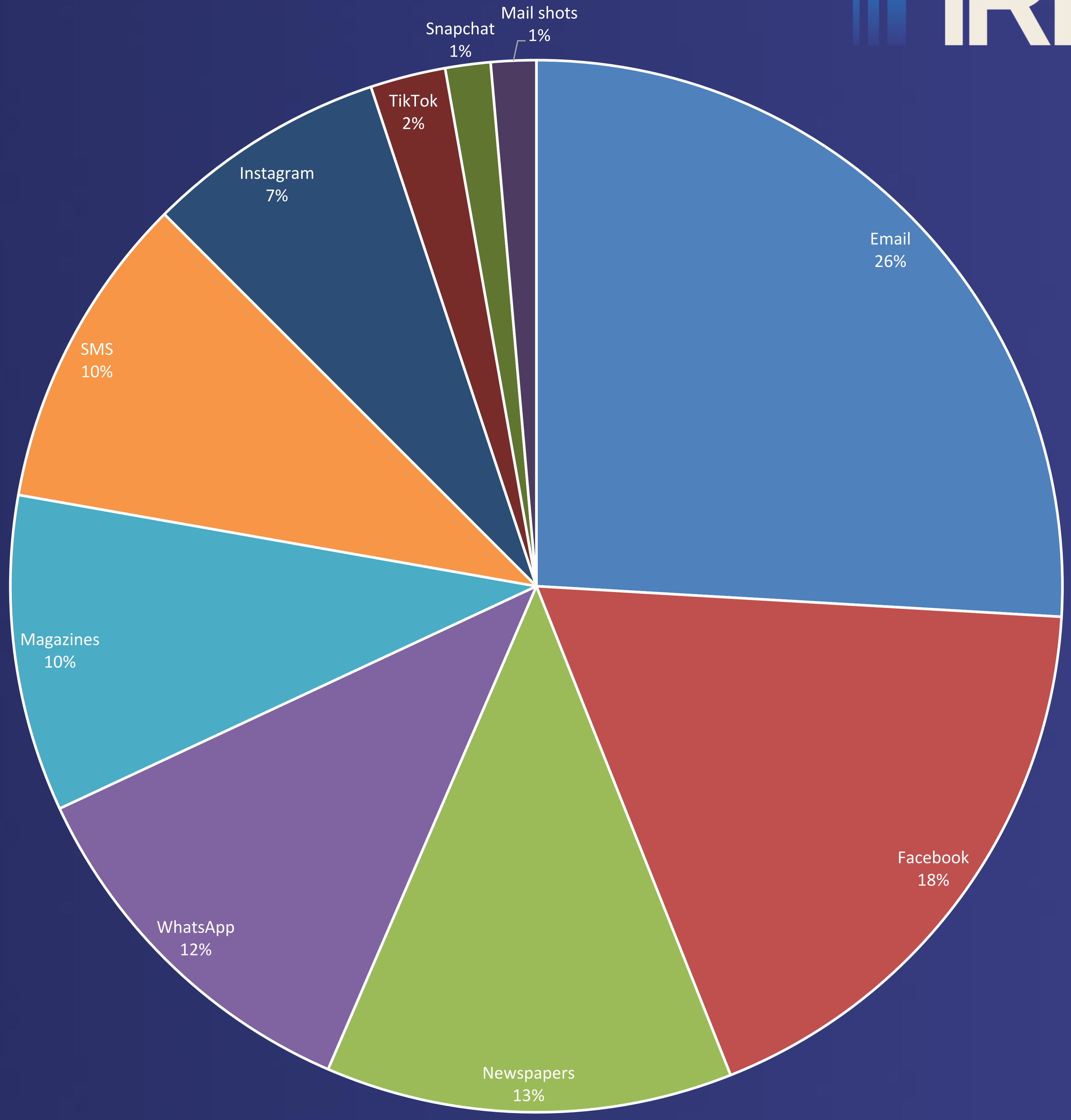
Where do 16–24 year-olds spend their time?



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



Where do 46+ year-olds spend their time?




TRN

Be famous for something

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

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

2. **Different beats better**

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

3. **Famous brands create stories**

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

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

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

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

NO STRATEGY!

The Talent Reset

1

A reset, not a crisis

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

2

The talent paradox is real

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

3

Skills are replacing credentials

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

4

AI changes jobs, not headcount

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

5

Learning is a commercial edge

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

6

Leadership is the real differentiator

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

The Talent Reset

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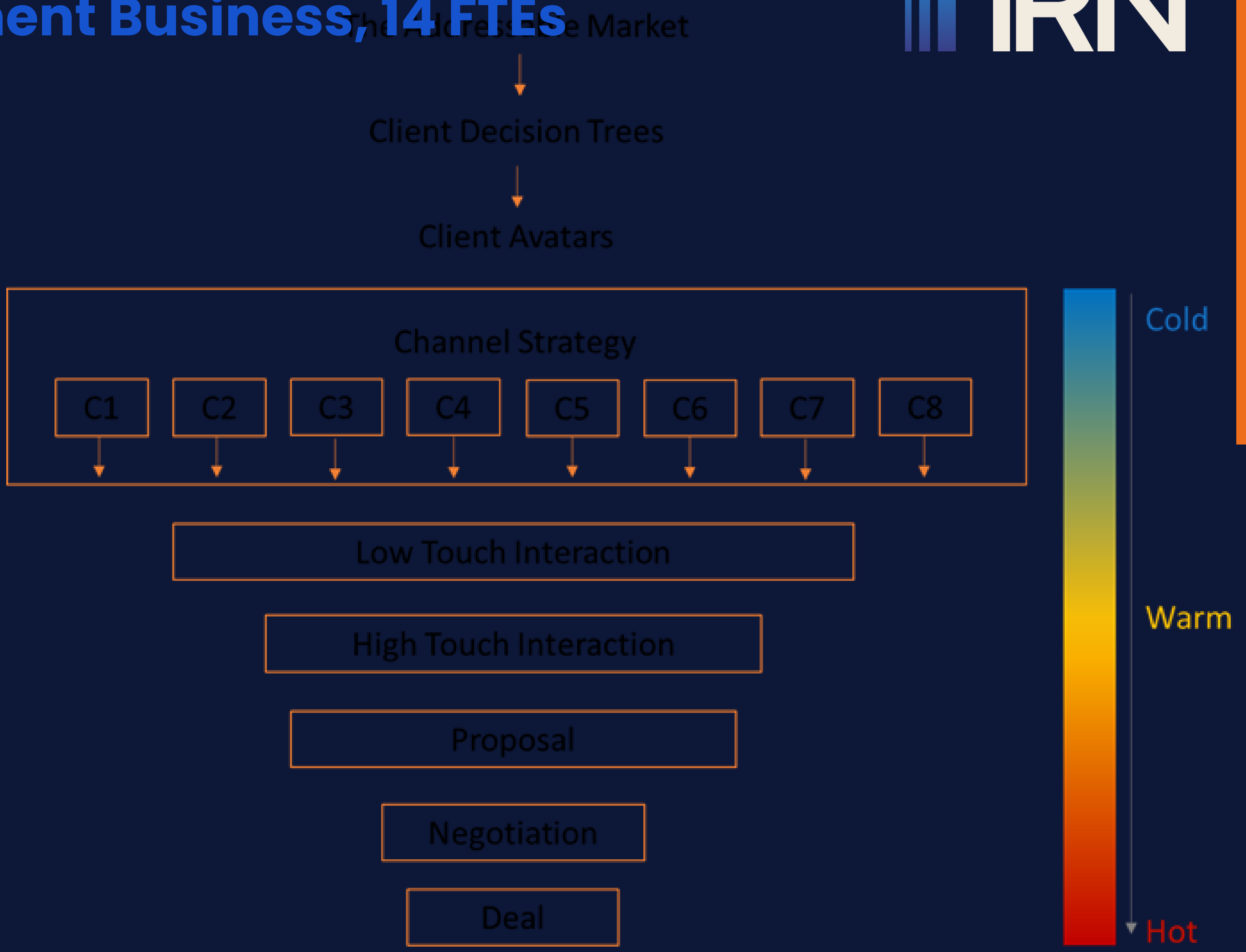
How many prospect customers are you and your recruiters in front of every week?

CASE STUDY: London Recruitment Business, 14 FTEs



CASE STUDY: London Recruitment Business, 14 FTEs

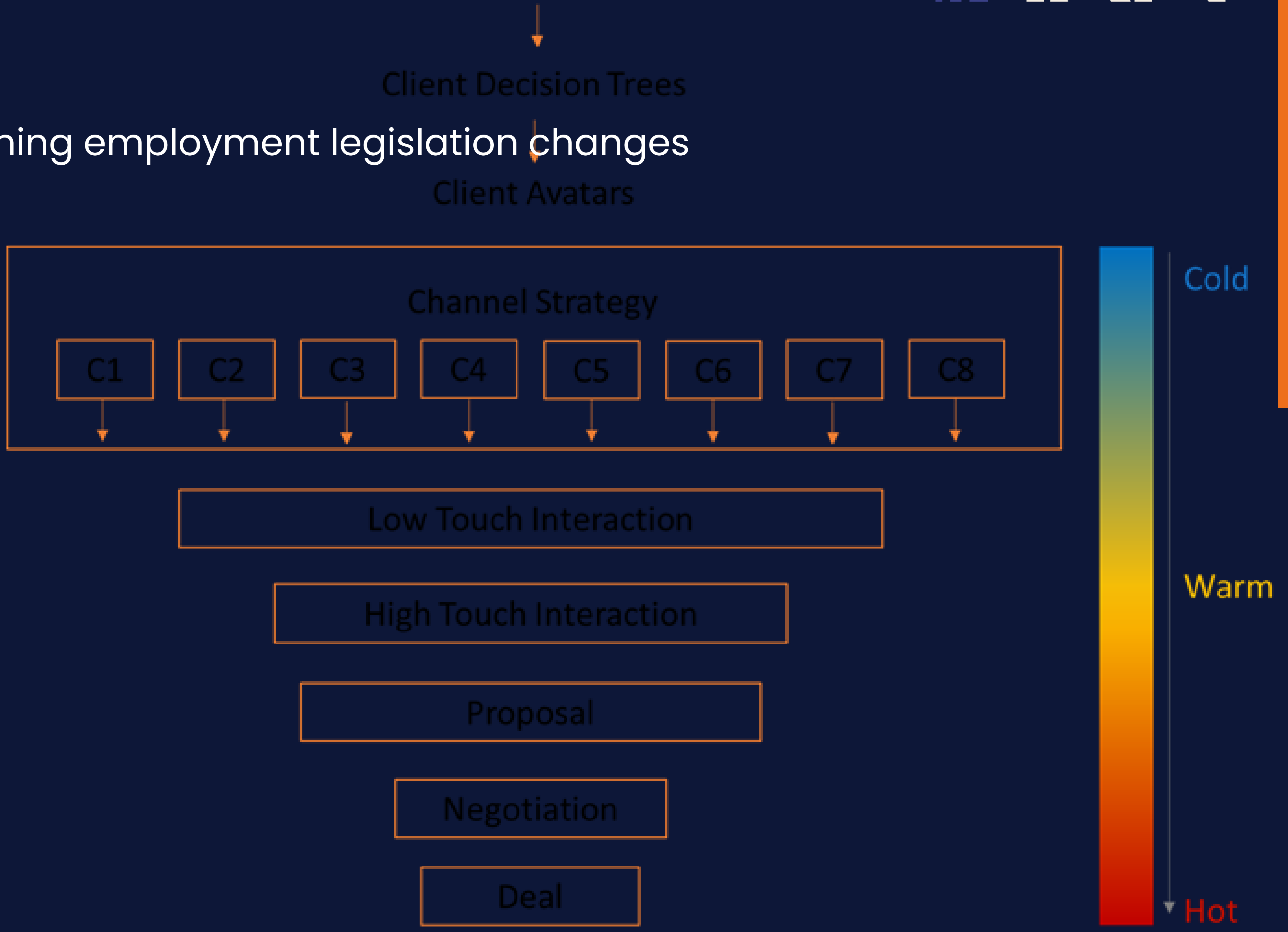
Generate Interest

Share insights and generate Interest on upcoming employment legislation changes

↓

Call 2 Action: Invitation to Roundtable

↓



CASE STUDY: London Recruitment Business, 14 FTEs

Generate Interest

Share insights and generate Interest on upcoming employment legislation changes

↓

Call 2 Action: Invitation to Roundtable

↓

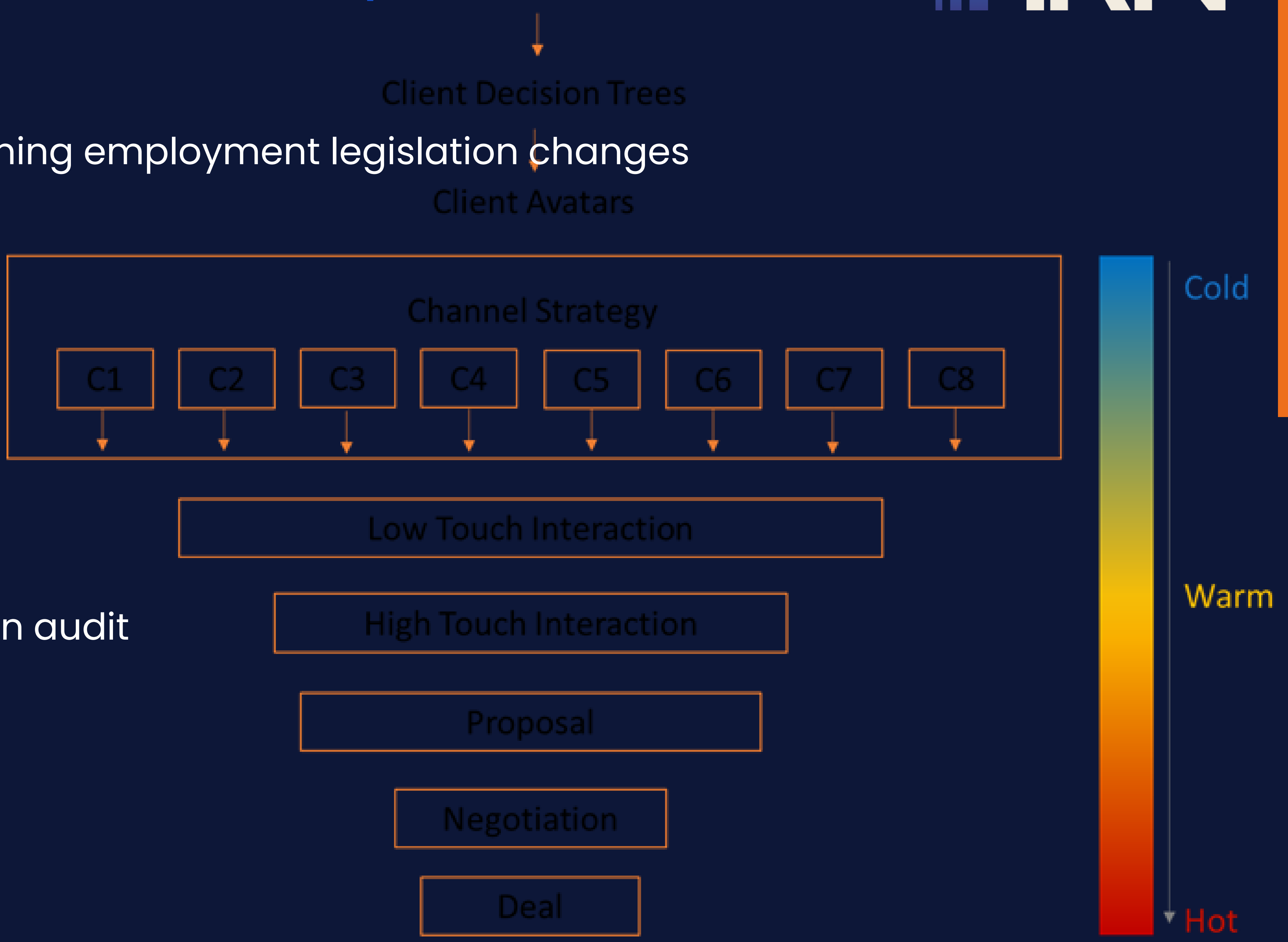
Roundtable (132 prospects)

Create urgency with content and expert

↓

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

↓



CASE STUDY: London Recruitment Business, 14 FTEs

Generate Interest

Share insights and generate Interest on upcoming employment legislation changes

↓

Call 2 Action: Invitation to Roundtable

↓

Roundtable

Create urgency with content and expert

↓

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

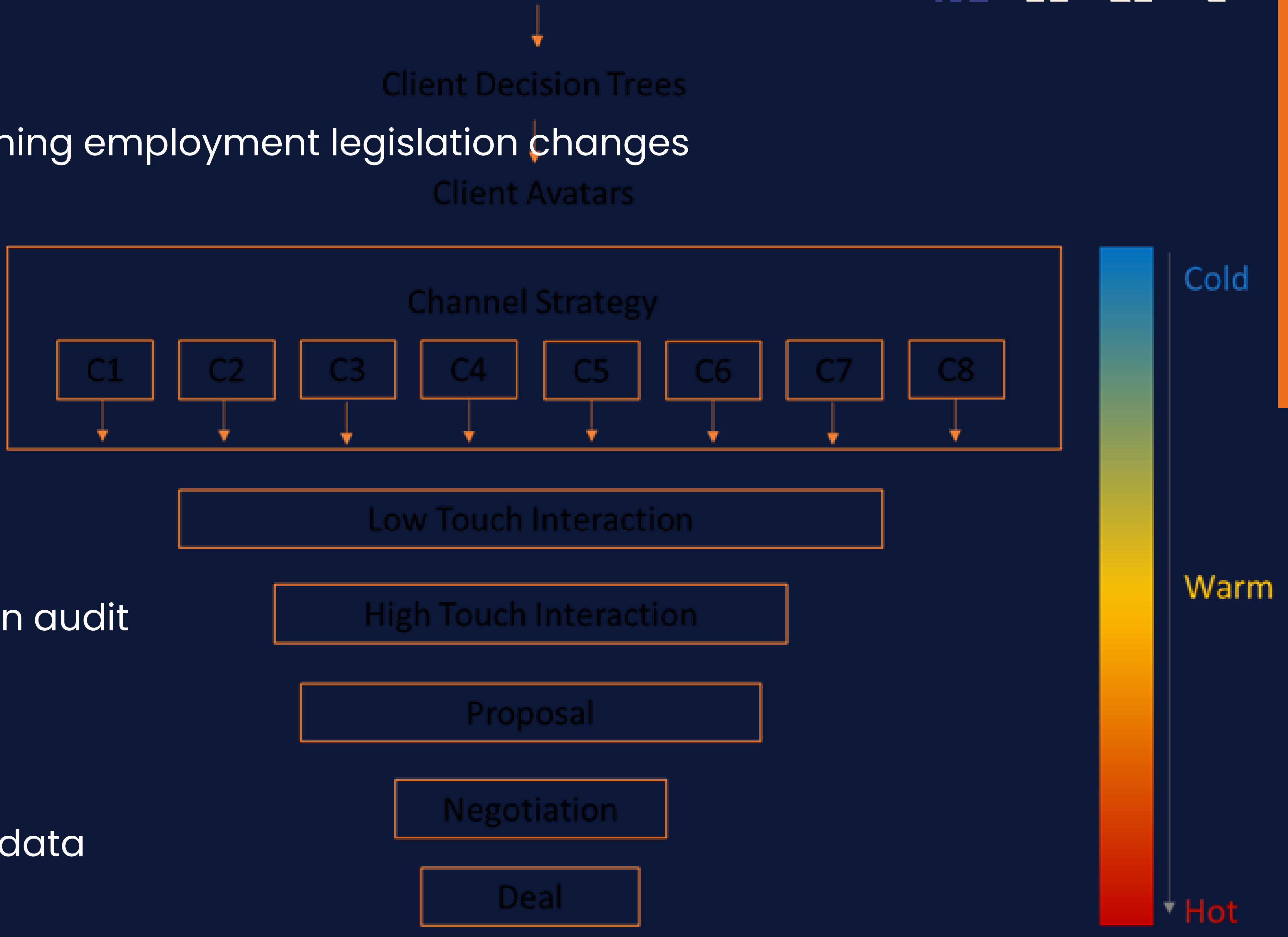
↓

1:1 Meeting (41 prospects)

Add value by sharing outputs and comparing data

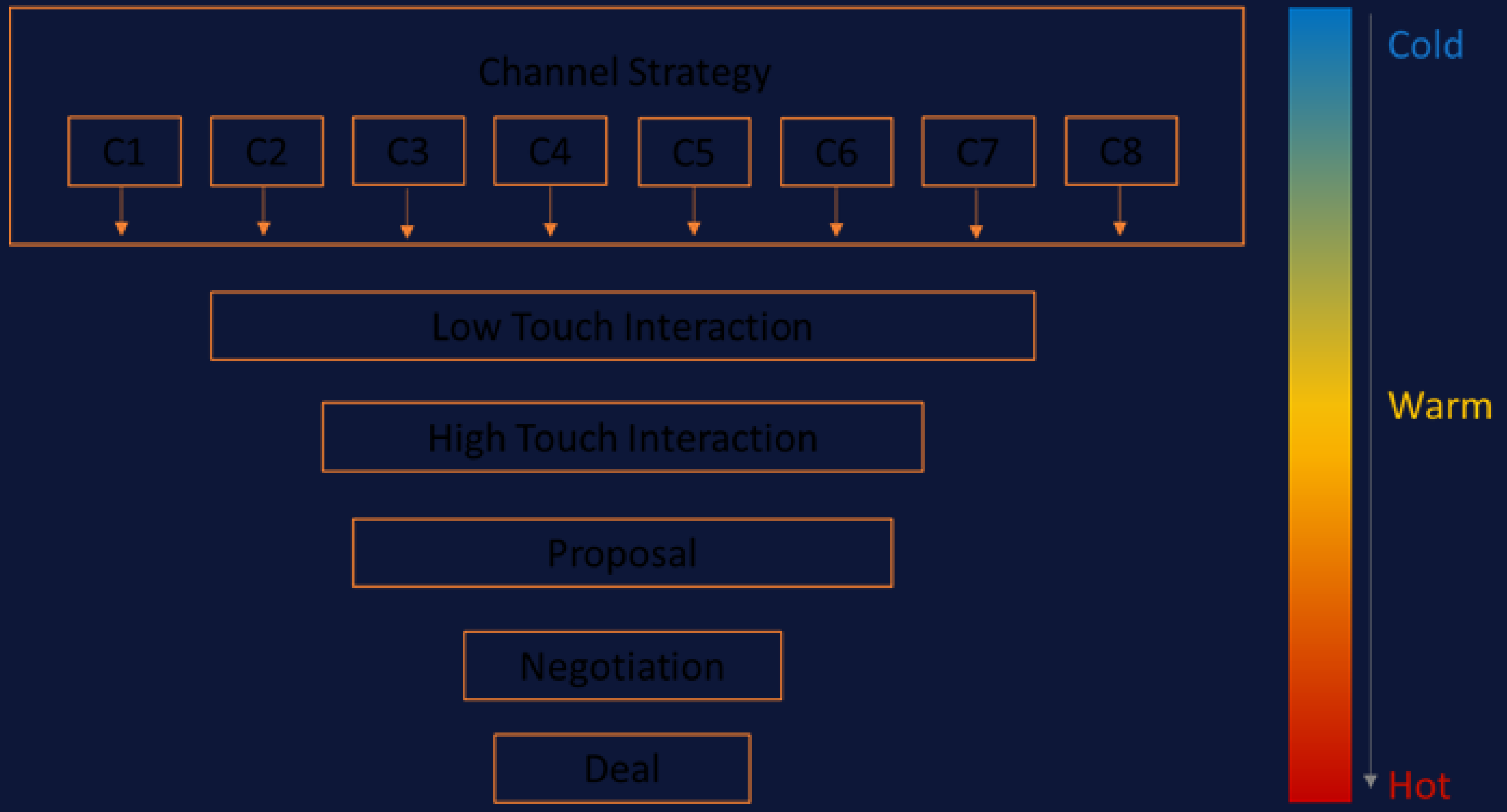
↓

Call 2 Action: talent planning conversation



So, how do you get in their boardrooms?

omnichannel



Value • Visibility • Velocity

Flip the narrative.

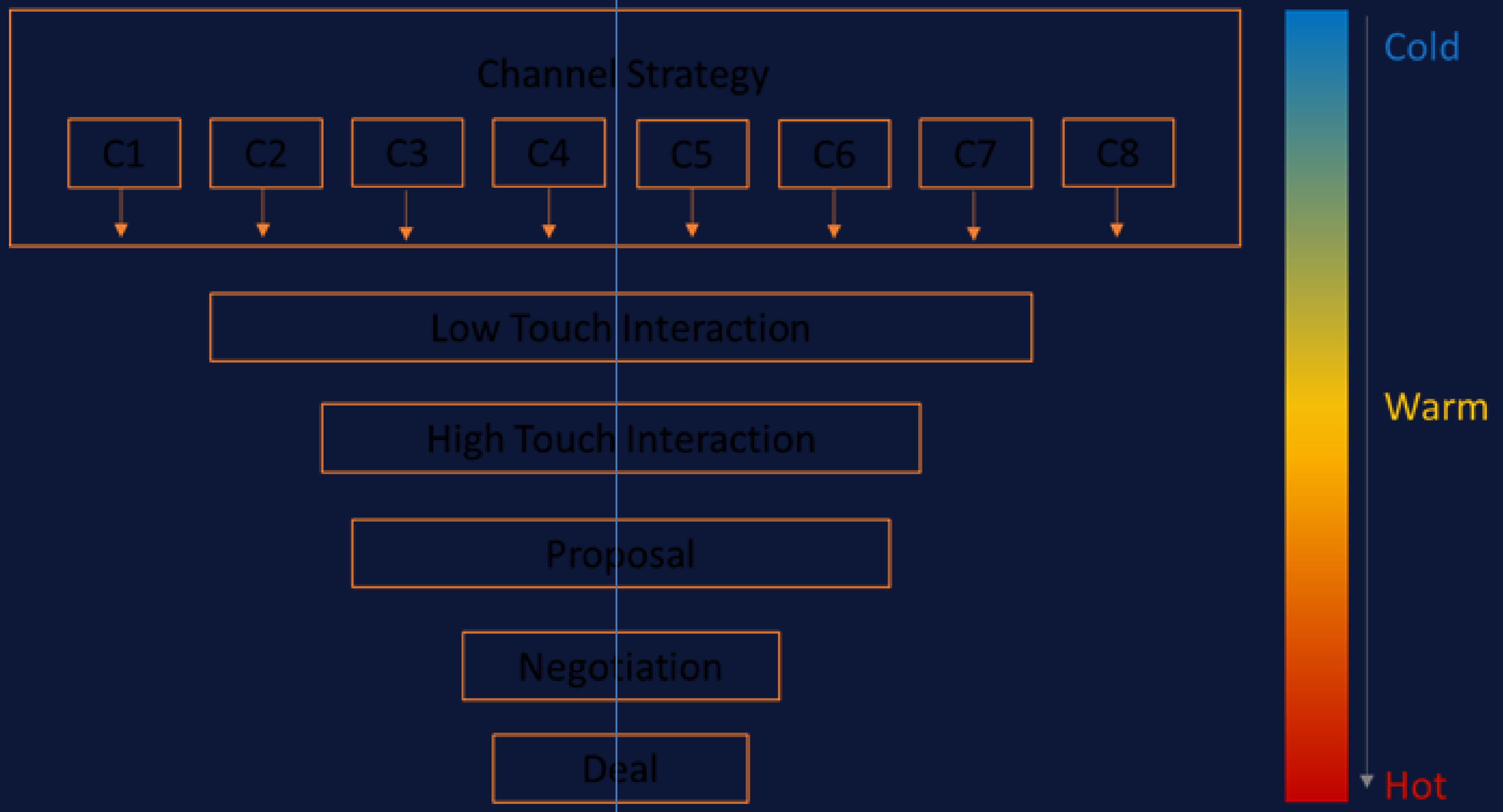
The question is not…

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

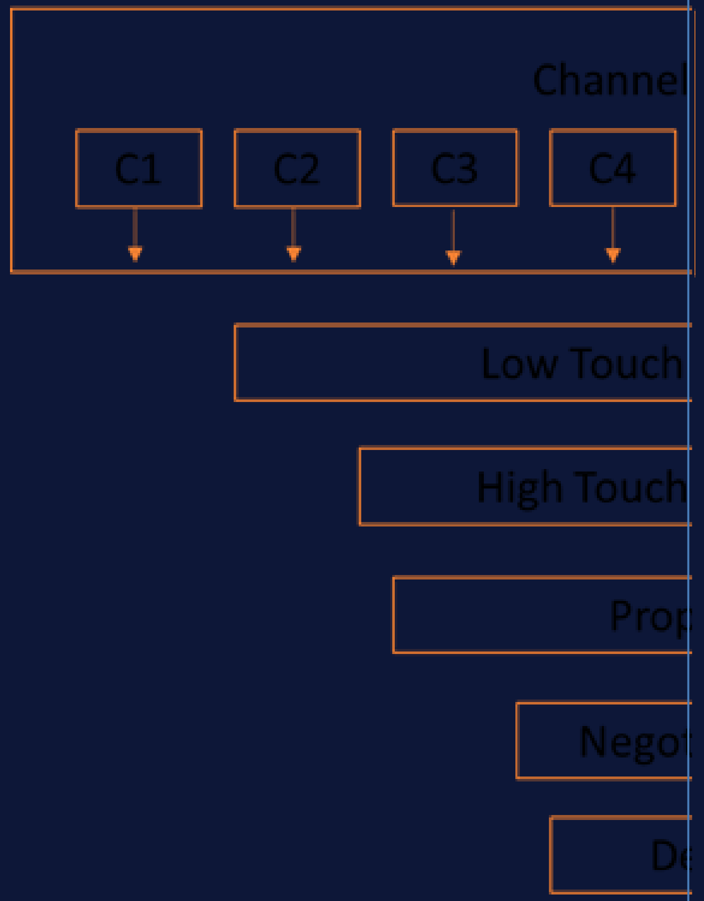
(there is a huge difference)

Outbound

Inbound



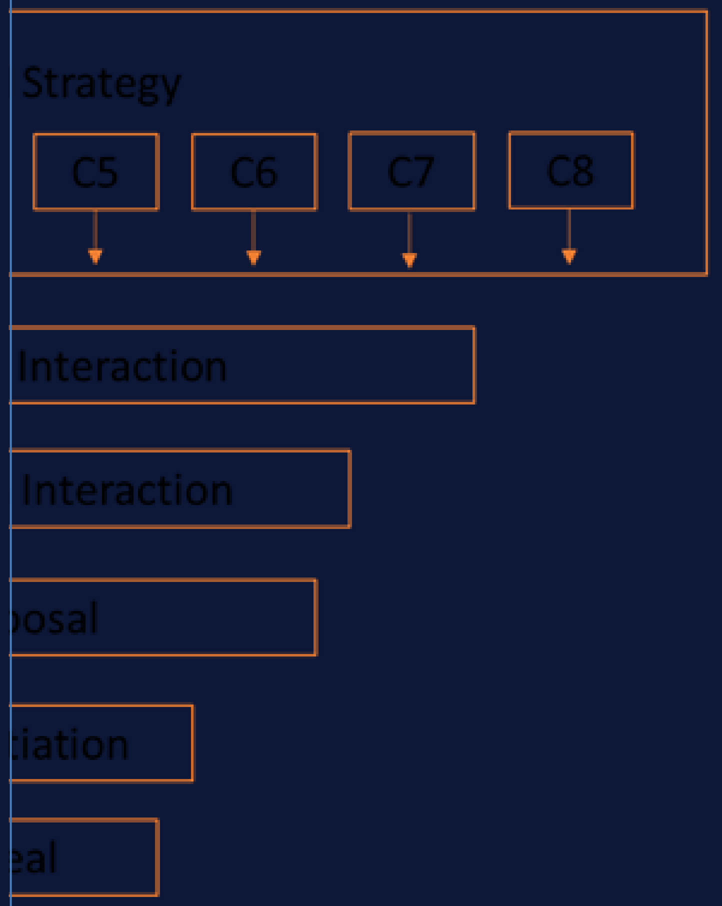
Outbound



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

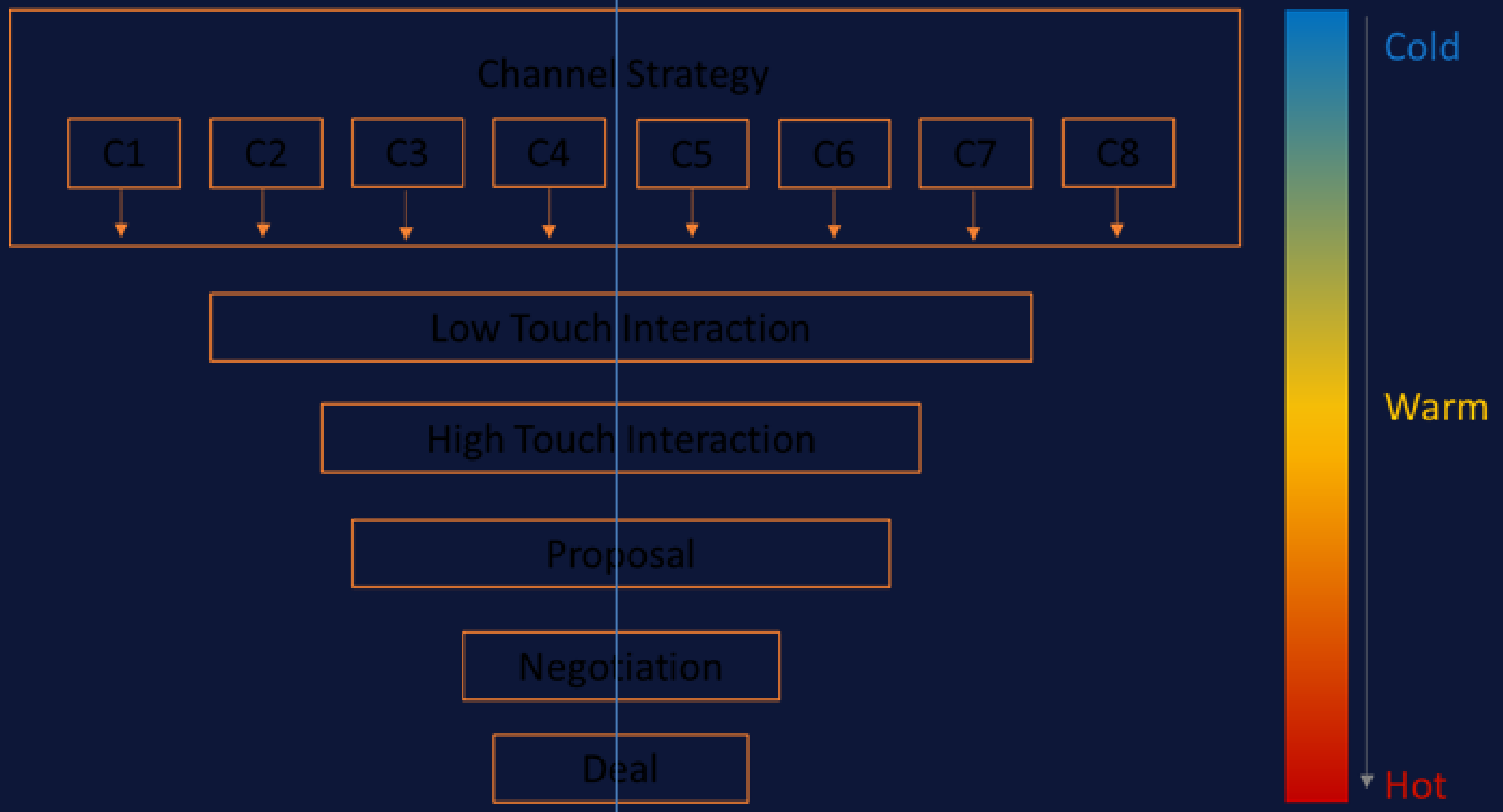
Inbound

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



Outbound

Inbound



omnichannel

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

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

Cold
Warm
Hot

Value • Visibility • Velocity

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

Insights from 137 TA leaders

Recruitment is not disappearing.

Average recruitment is.

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

What has changed?

1. Clients are not abandoning agencies - they are choosing fewer, better partners.
2. Internal TA is not the enemy - it is the buyer and your future partner.
3. Value has moved upstream: insights and unique access to specialist talent now matter as much as CV flow.

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

Source: Talent Insights – research with 137 TA leaders.

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

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

HR priorities are not a list - they are buying triggers

- Talent shortages
- Upskilling
- Redeployment
- Rethinking the employee value proposition
- Skills and personality assessment
- Developing the employee experience
- Re-engaging the workforce
- Attracting talent to the enterprise
- Creating purpose-driven work / workplaces
- Strengthening leader-employee relationships
- Building flexible work models
- Retention
- Engagement
- Diversity, equity, inclusion
- Managing uncertainty
- Focus on employee health / well-being
- Workforce planning
- Access to high quality talent pools
- Learning and Development
- Blended AI / Human Org Strategies

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

ARE YOU RELEVANT?!

Clients are consolidating around relationship quality

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

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

Fewer suppliers. Deeper relationships. Higher standards.

Relationship audit

Choose one existing client. Score the relationship honestly.

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

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

Great partners create value before a role exists

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

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

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

Clients want insight, not just candidates

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

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

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

Stop selling pretty brochures!

TA Pressures that drive opportunity

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

1. Hard-to-reach talent	Specialist search, community access, discreet approaches, passive talent engagement.	*Best when the talent problem is scarce, niche or high-impact.*
2. Intelligence & advisory	Salary, competitor, location, EVP and process insight packaged as decision support.	*Best when leaders need confidence before committing budget.*
3. Embedded / project support	Sprint capacity, hiring pods, direct sourcing, process improvement or campaign delivery.	*Best when TA has volume, urgency or transformation pressure.*

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

RevOps

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

The 12 Hiring Triggers Every Recruiter Should Monitor

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

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

Finding clients before they know they need you.

1. **Office lease signed**
   Company takes new space → headcount expansion incoming.
   You call before the brief is written.

2. **Series B funding round**
   Startup raises capital → immediate hiring surge across tech, sales, ops.
   You're first in.

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

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

SPOTLIGHT - CHARLIE, THE HIRING TRIGGER AGENT

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Charlie – the office lease agent Auto

Charlie – the office lease agent

By James Osborne

Identifies hiring triggers from my ICP

Ask anything

10000 chars

Charlie – the office lease agent Auto

Charlie – the office lease agent

By James Osborne

Identifies hiring triggers from my ICP

London leases

10000 chars

London leases

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

---

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

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

Trigger:

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

Why it matters for recruitment:

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

F N London

2. Visa – European HQ lease

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

Trigger:

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

Why it matters:

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

avisonyoung.co... +1

✅ BBVA — Canary Wharf expansion

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

Prospecting angle:

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

Reuters

✅ Zopa — HQ move to Canary Wharf

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

Prospecting angle:

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

Reuters

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

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

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

Manchester Office Lease Trigger List

1. Canopius Group – Tech Hub Expansion

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

Hiring trigger

- Data science
- insurance analytics
- digital underwriting teams

Who to call

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

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

---

2. Lewis Silkin – Manchester Expansion

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

Hiring trigger

- Employment lawyers
- support staff
- litigation teams

Who to call

- Managing Partner (Manchester)
- Operations Director

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

---

3. Co-operative Bank – HQ Expansion

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

Hiring trigger

- operations
- customer services
- banking tech

Who to call

- Head of Workplace
- Property Director

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

---

4. TDC – New Manchester Investment Office

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

Hiring trigger

- investment analysts
- deal teams
- finance support

Who to call

- Partner / Managing Director
- COO

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

TRACTION

4 Week AI Development and Coaching Programme

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...

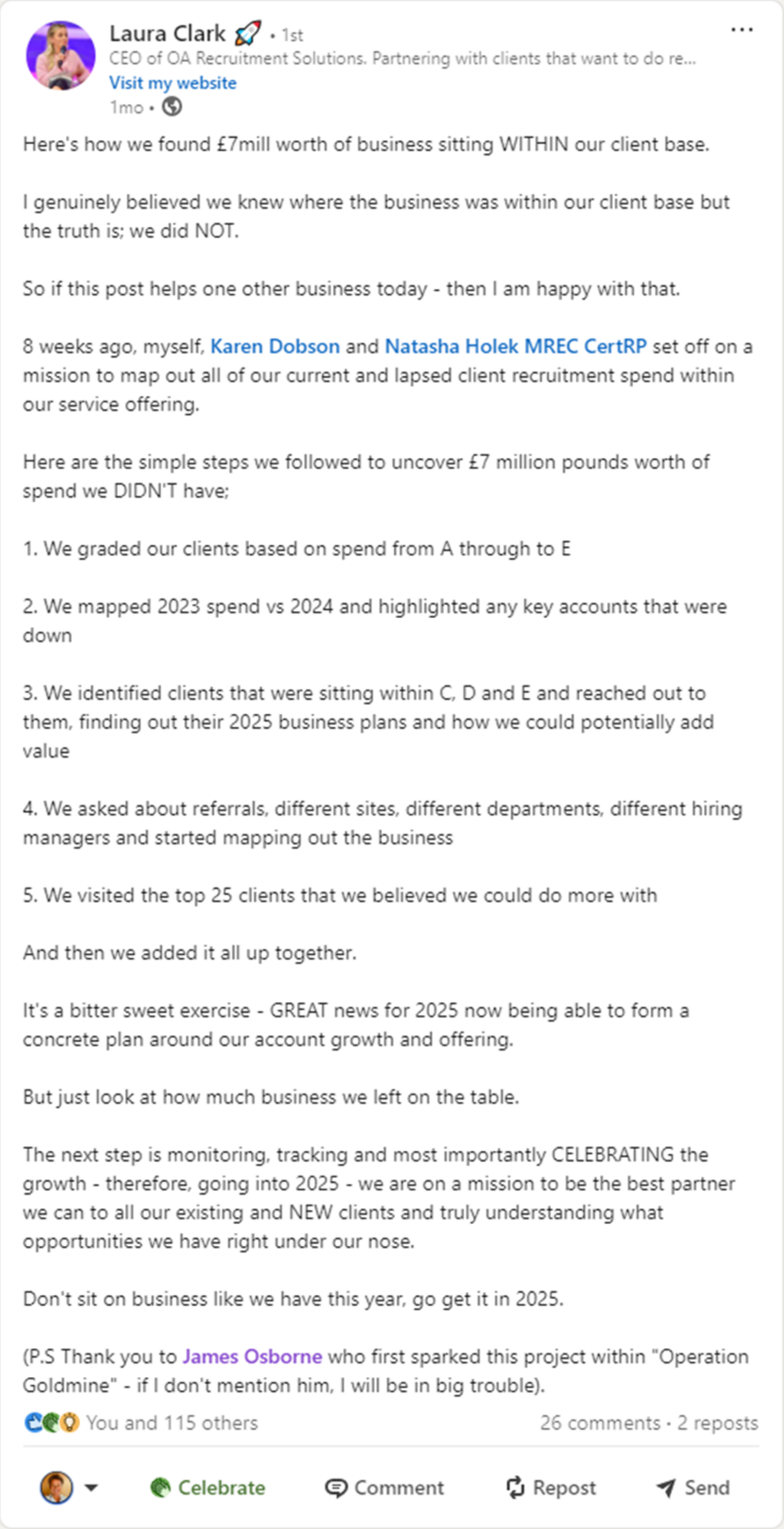
1. They graded their clients based on spend from A through to E.

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...
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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).

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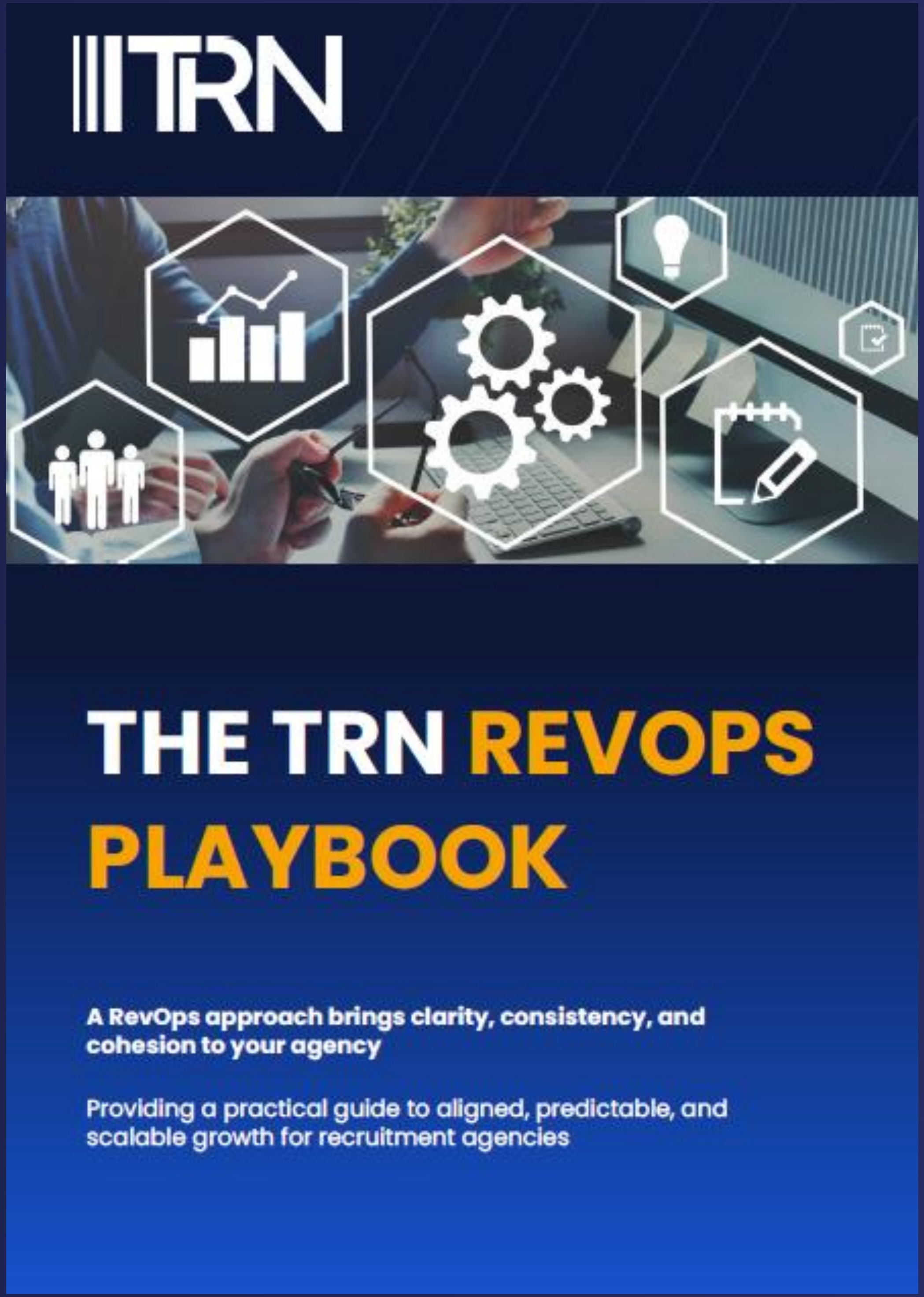
Celebrate · Comment · Repost · Send

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

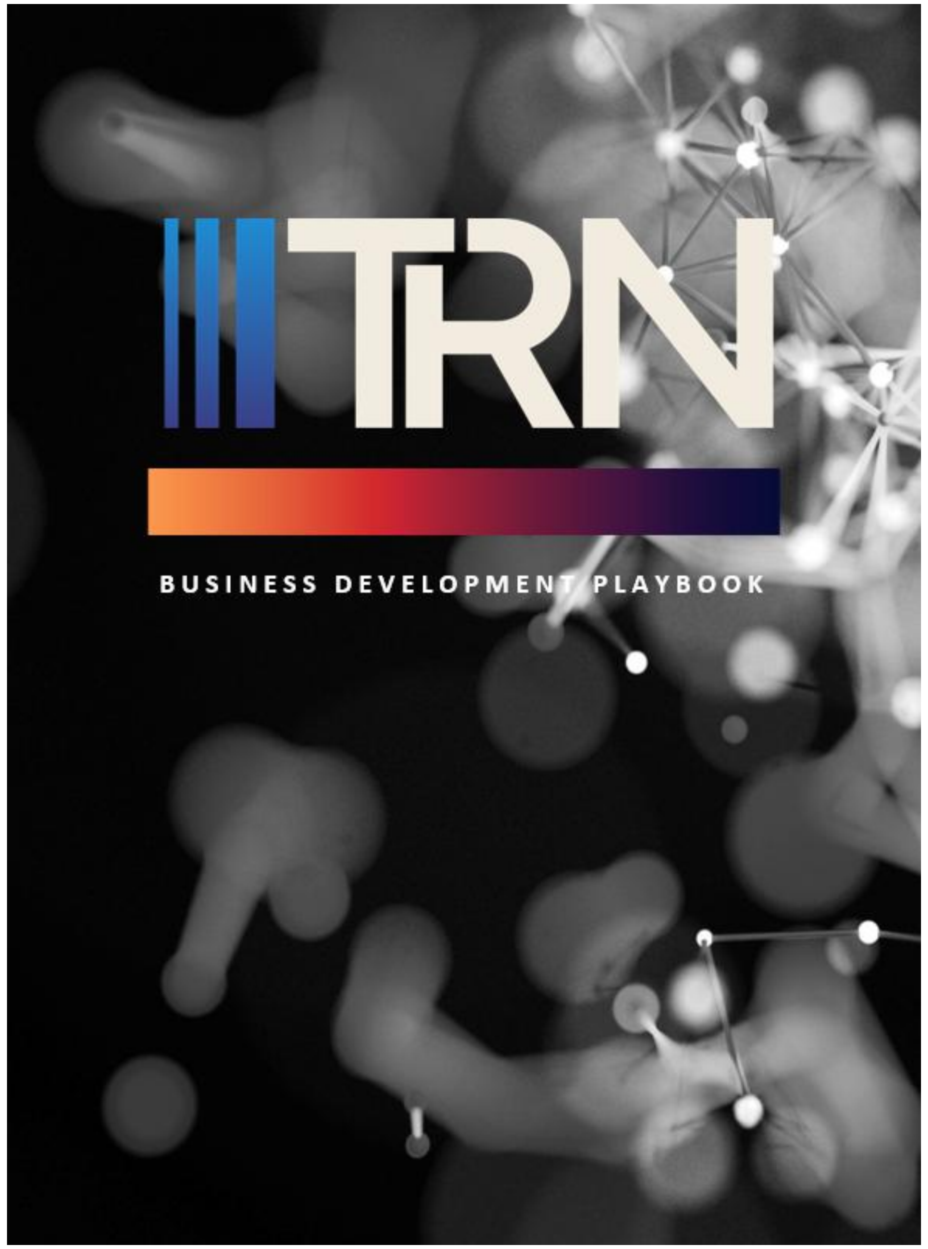
POLL RESULTS: *One particular **WEAKNESS** when it comes to Account Management*

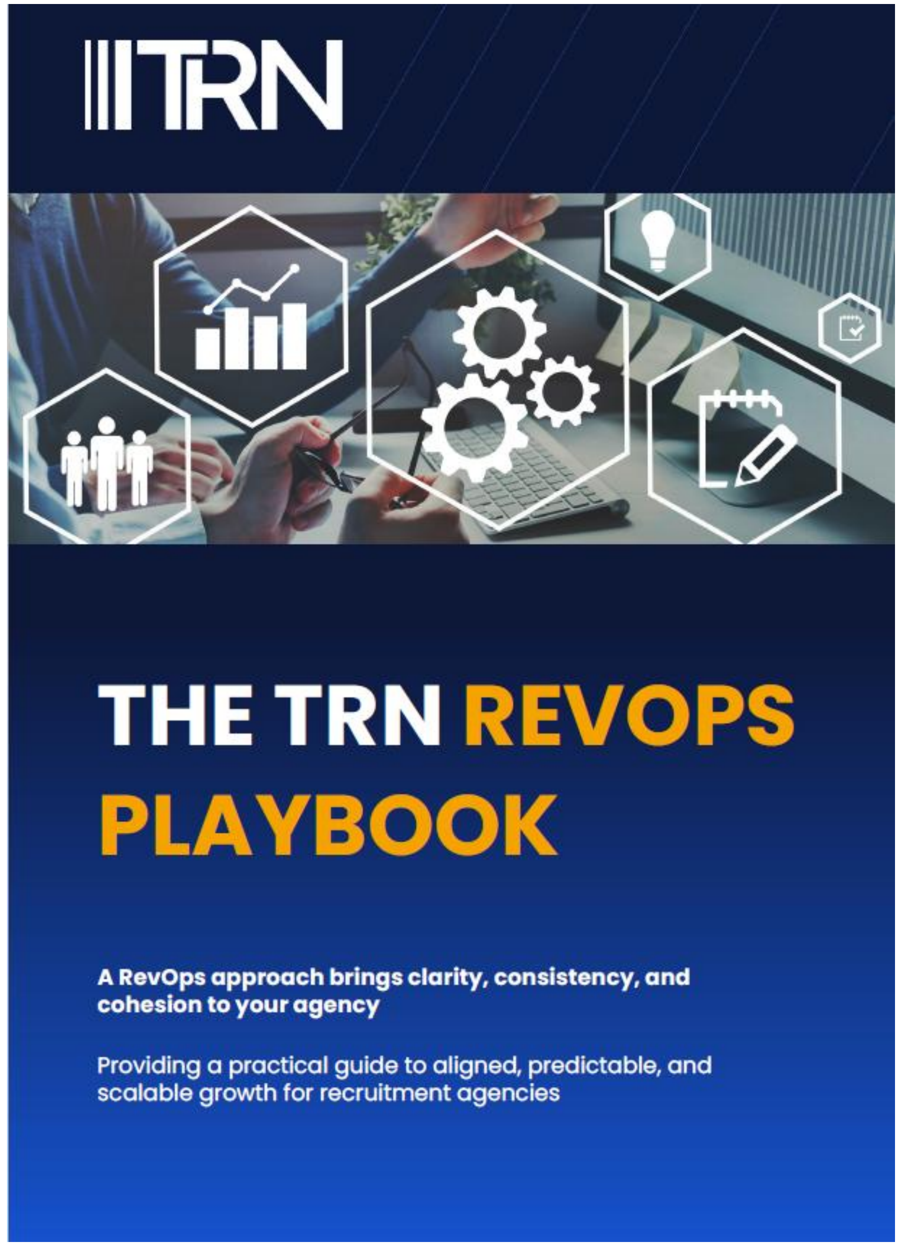
The TRN RevOps Playbook



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.

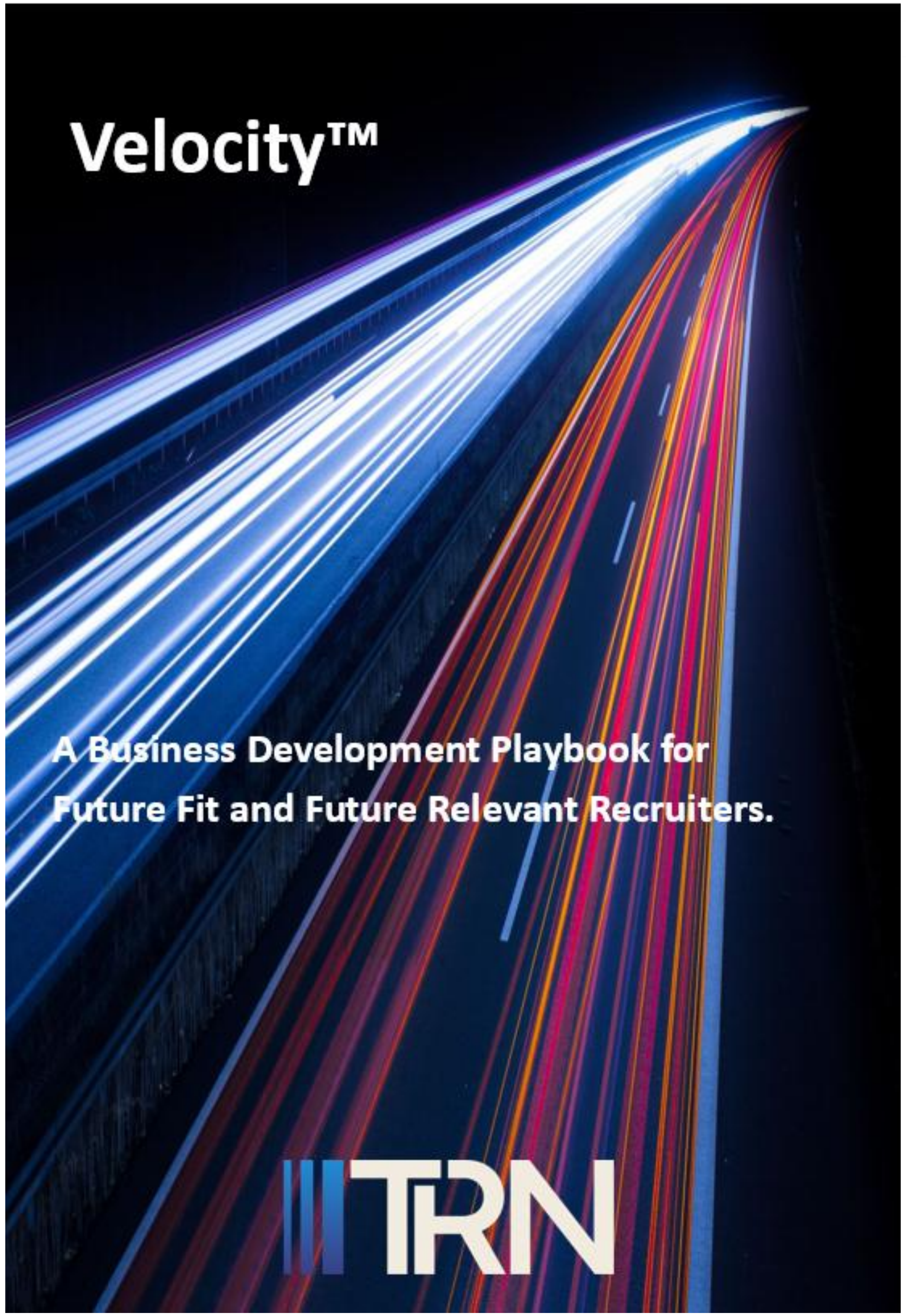
It outlines some core pillars to consider such as, **process alignment, smart use of technology, data-driven decision-making**, and **shared accountability** for revenue, all designed to break down silos and unify growth efforts.





2024

2025



New for 2026

The TRN RevOps Audit™

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.

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.

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

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

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

Final Thought:

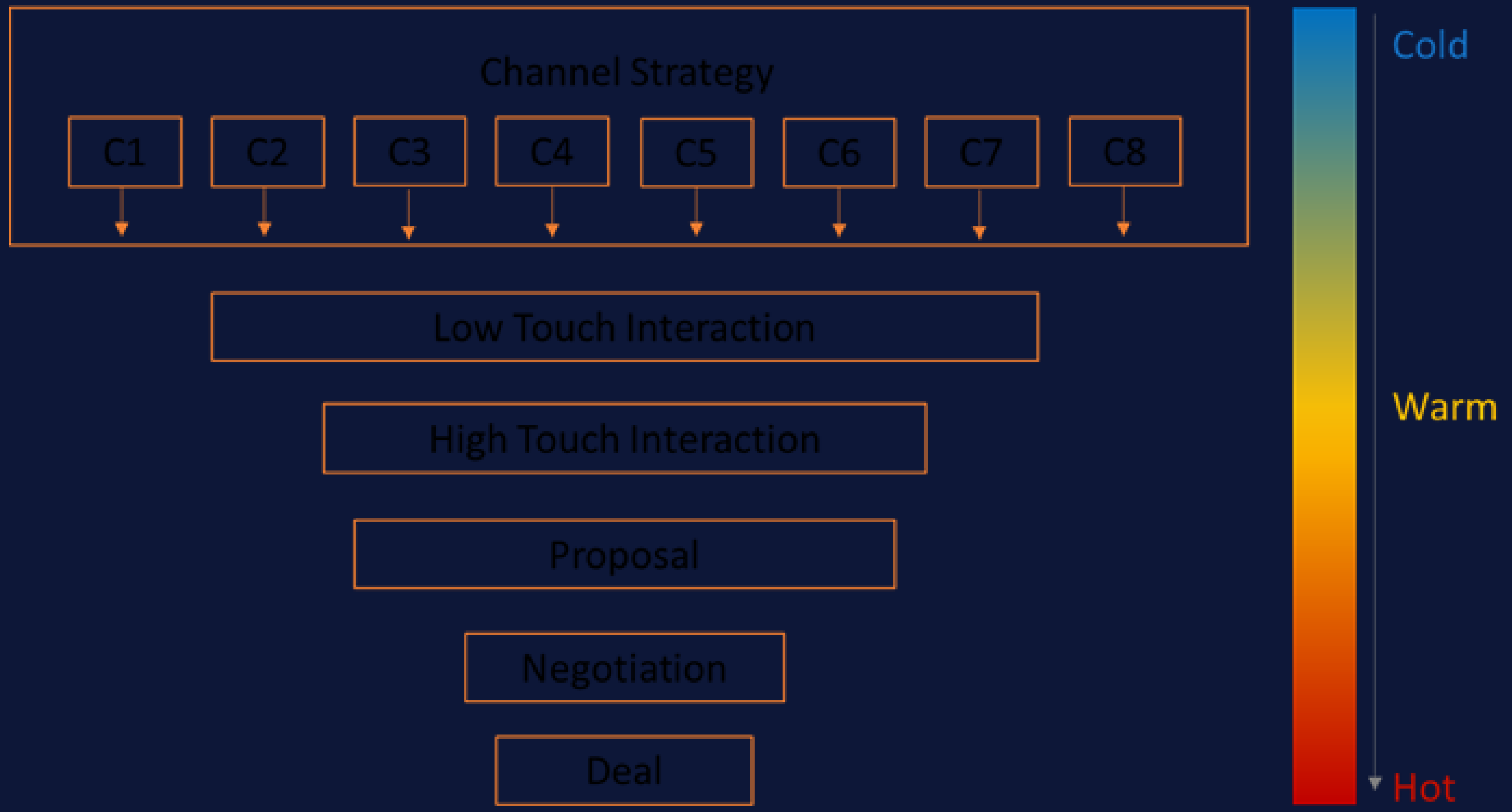
RevOps isn't just a new system, *it's a new way of thinking*. This audit is your starting point. Whether your agency is laying the groundwork or fine-tuning a high-performance engine, the opportunity is the same: build a business where every team, process, and decision contributes to scalable, sustainable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

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

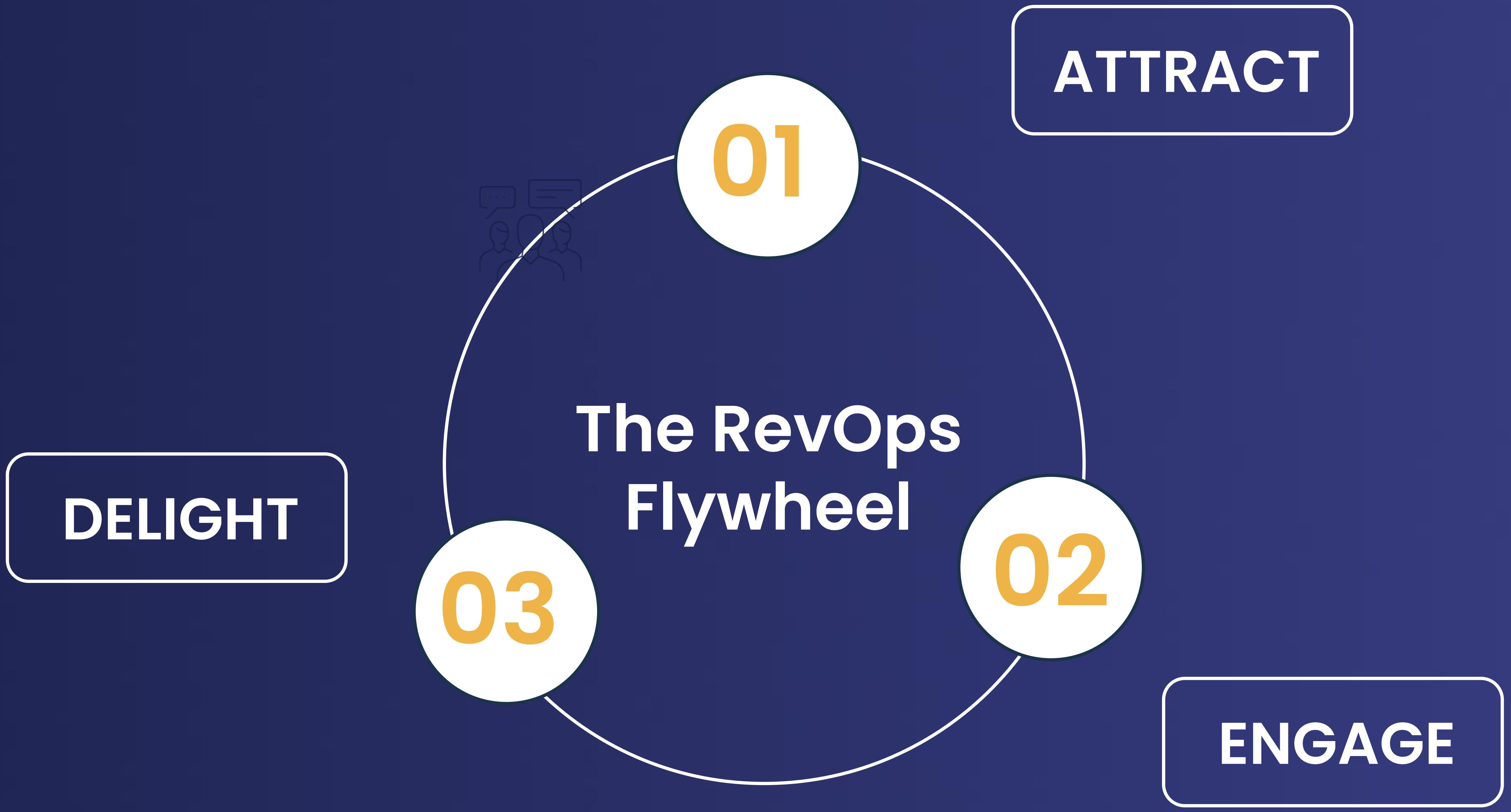
The Fundamental Principles of RevOps

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

omnichannel



Value • Visibility • Velocity

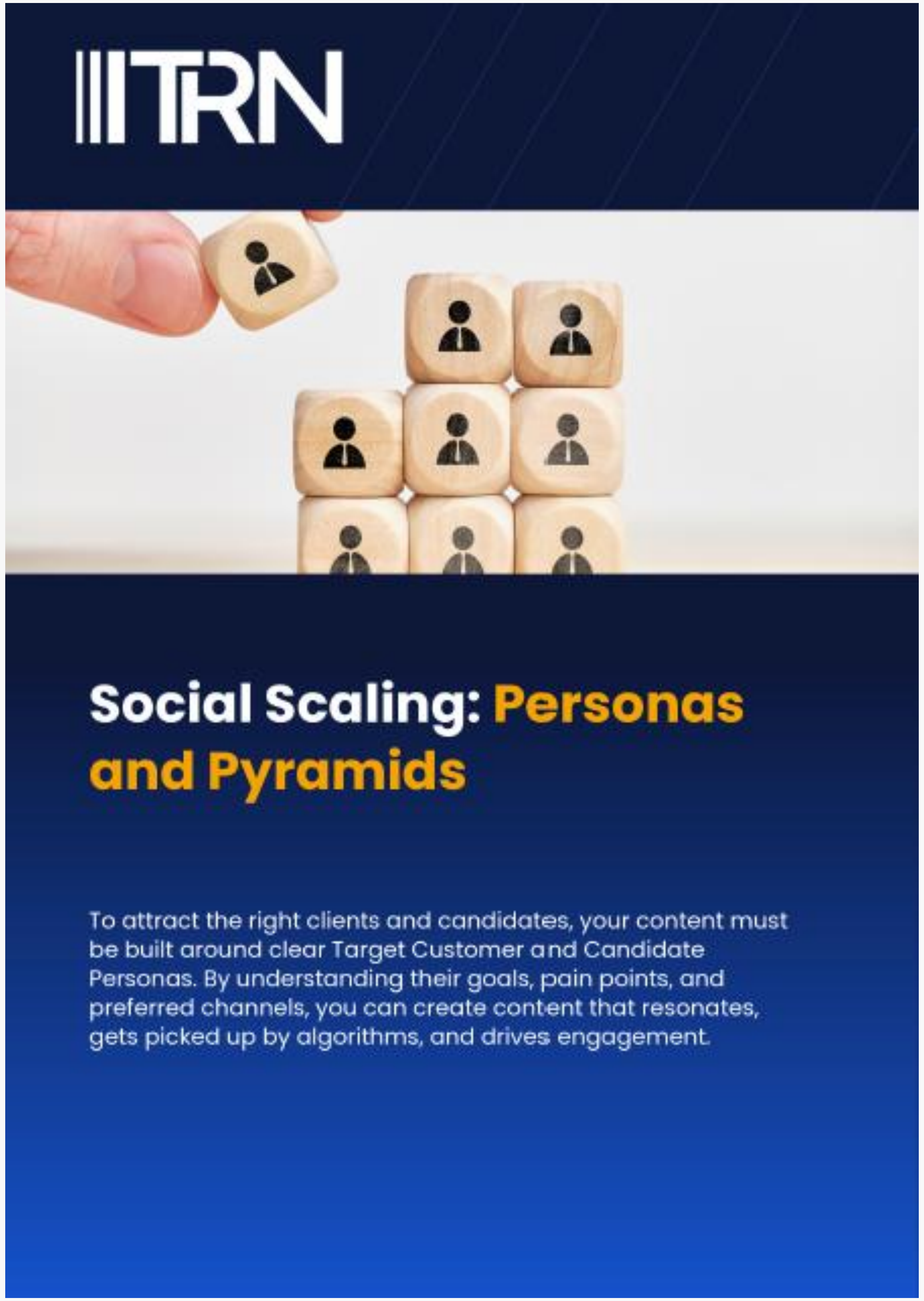

The RevOps Flywheel
01
ATTRACT
02
ENGAGE
03
DELIGHT

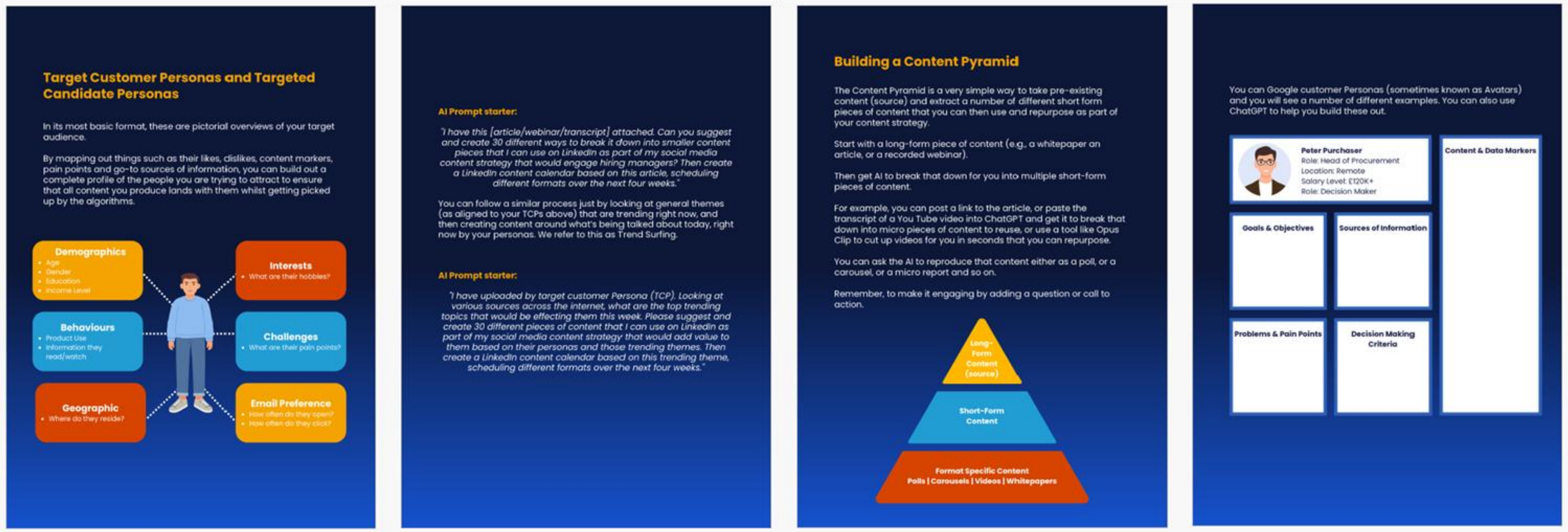
So, where do you start?

Who is your ICP?

What do you *really* know about them?

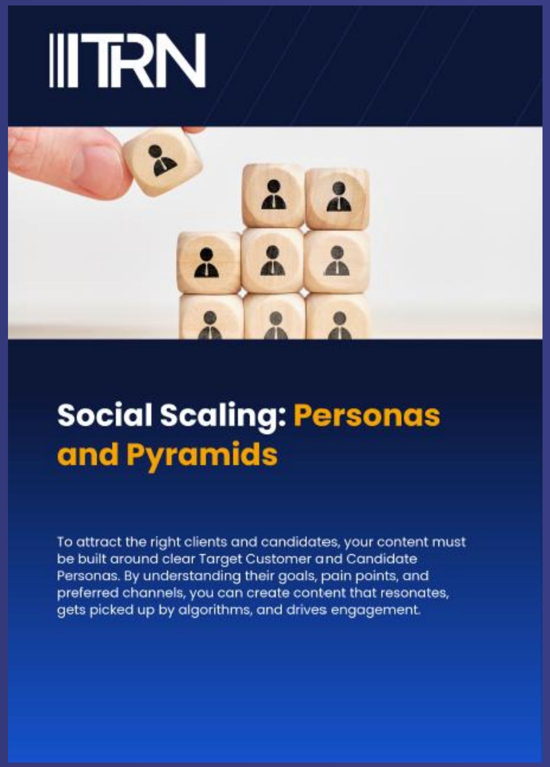
How does this drive your RevOps playbook?





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

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



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

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

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

Social Scaling - Content Planner 5.2

Social Scaling - Content Planner

By James Osborne

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

Fintech business in London

10000 chars

Social Scaling - Content Planner 5.2

Share

Fintech business in London

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

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

📌 Ideal Customer Profile (ICP)

Business Type: FinTech businesses based in London

Size: 10–250 employees (startups to scaleups)

Role(s) You're Targeting:

• Founders/Co-Founders

• CEOs/COOs

• Heads of Product/Tech/Engineering

• Heads of Talent / People

Ask anything

10000 chars

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

Social Scaling – ICP Content Planner

📌 **Ideal Customer Profile (ICP)**

Business Type: FinTech businesses based in London
Size: 10–250 employees (startups to scaleups)
Role(s) You're Targeting:

• Founders/Co-Founders
• CEOs/COOs
• Heads of Product/Tech/Engineering
• Heads of Talent / People

Pain Points:

• Hiring high-quality tech talent fast
• Building strong employer brand vs big banks/tech giants
• Reducing time-to-hire while maintaining quality
• Retaining top performers in a competitive market
• Scaling teams responsibly with limited resources

Goals:

• Build high-performing engineering and product teams
• Attract diverse talent with strong skills fit
• Improve internal hiring processes
• Hit ambitious growth targets year-on-year

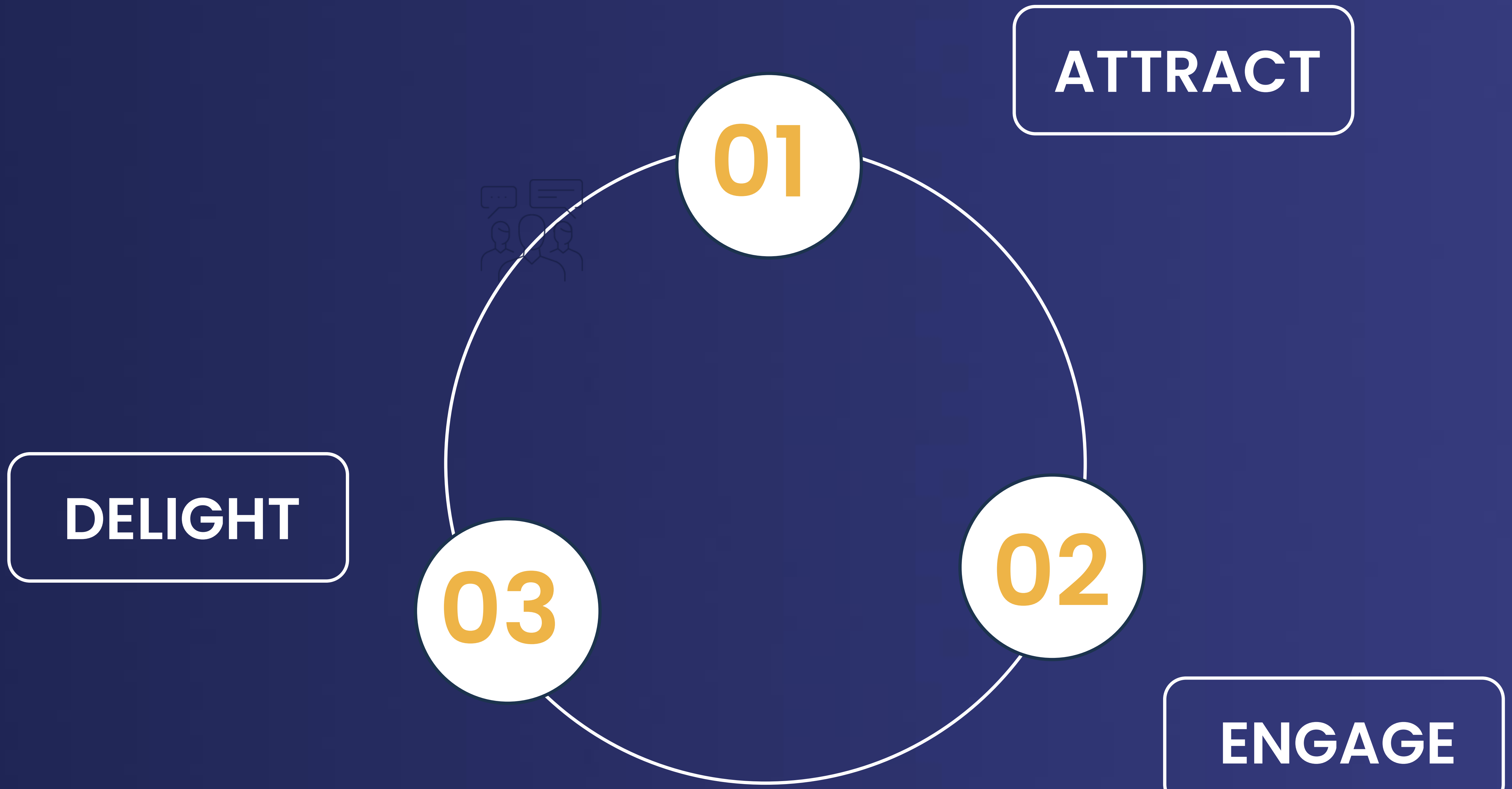
Values:

• Innovation, agility, performance
• Diverse perspectives & inclusive culture
• Data-driven decision making
• Transparent communication

How You Help Them:

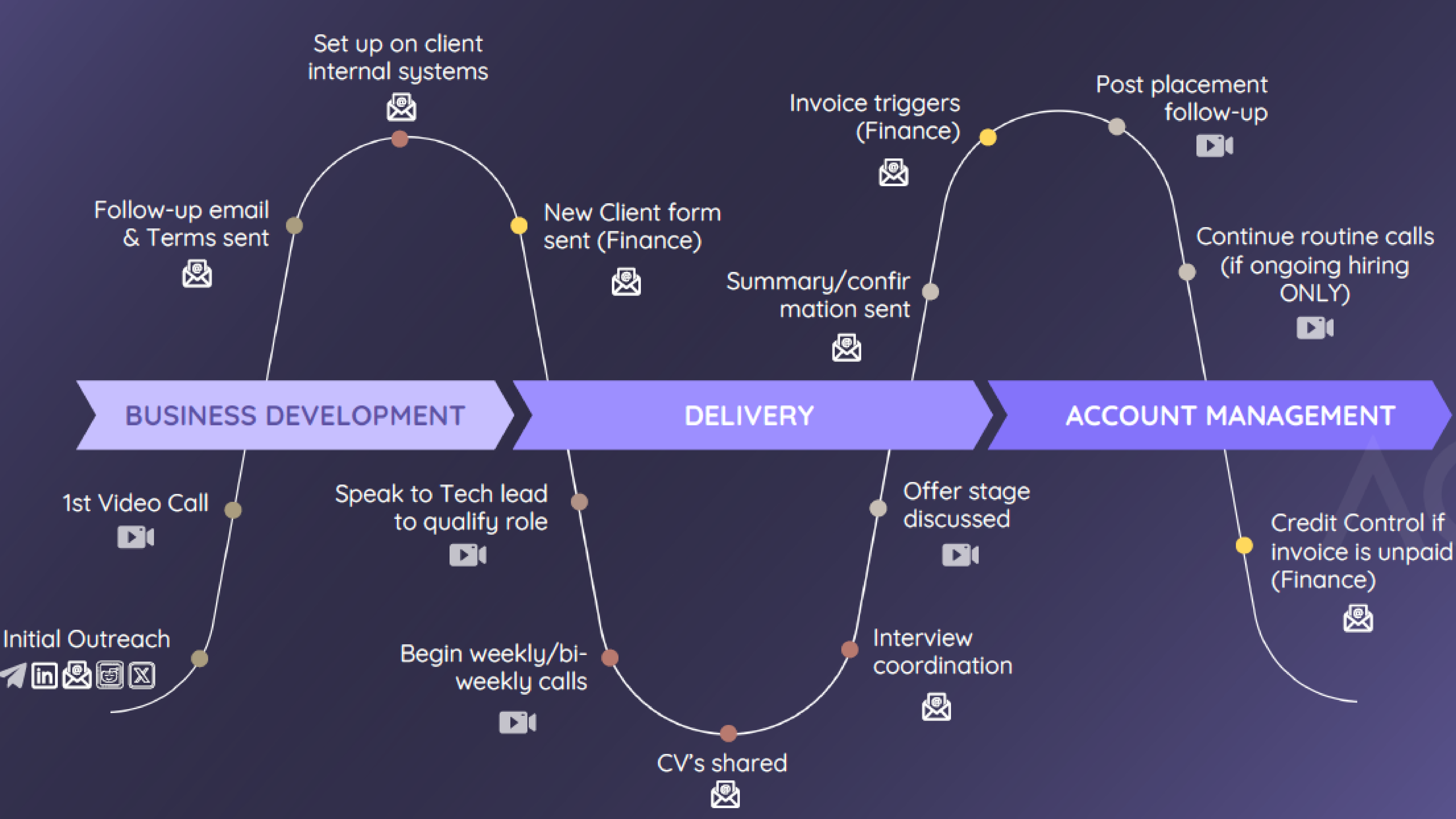
• Expert FinTech recruitment know-how in London
• Fast access to quality pre-vetted talent
• Advisory on hiring strategy and market trends
• Employer branding support to stand out

Primary CTA:
Connect to discuss *talent strategy or your next hire roadmap*


01
ATTRACT
02
ENGAGE
03
DELIGHT

Customer Journey

Mapping


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

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

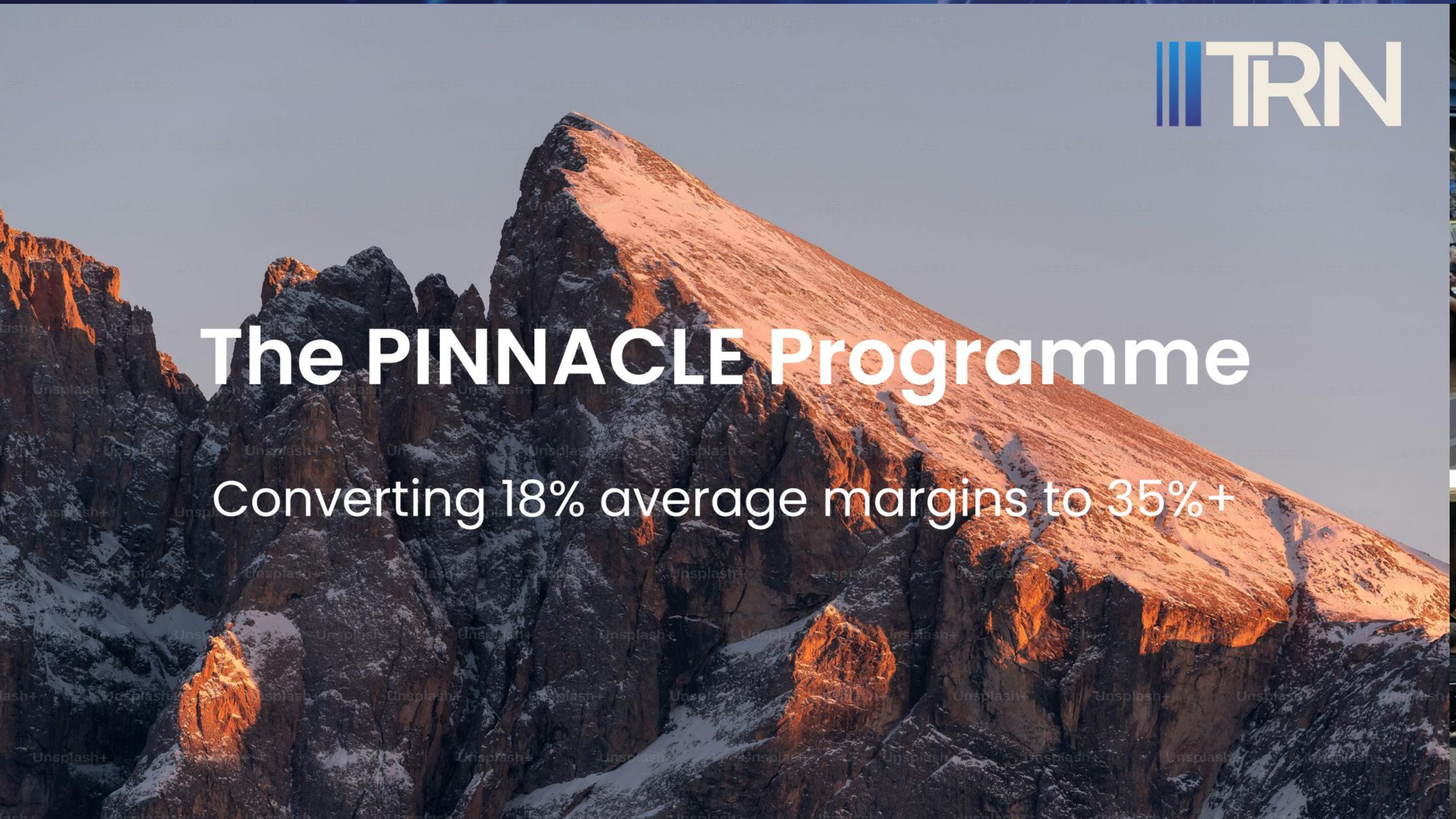
Next Steps…

New August Members Offer

Free Velocity 1:1 planning session


TRN
TRACTION
4 Week AI Development and Coaching Programme


SOCIAL
SCALING
PROGRAMME
4 Week Personal Branding
Development Programme


TRN
The PINNACLE Programme
Converting 18% average margins to 35%+


Rumbles and Trailblazers
TRN
WELCOME

TRN

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

Solo • Plus • Club • Enterprise

www.therecruitmentnetwork.com