



AI Agents

Supercharging the Human side of your
Recruitment Business



The Three Agency types...

Struggling

Rebuilding

Superagency™



The Struggling Agency

Still working hard, but the model is tired.

Some of the signs:

- Too reactive
- Weak pipeline
- Poor client control
- Inconsistent consultant performance
- Too much reliance on one or two people
- AI being ignored or used randomly

Struggling

Rebuilding

Superagency™



The Rebuilding Agency

Has realised the old model needs to change.

Some of the signs:

- Reviewing niche, structure and pricing
- Improving sales discipline
- Building better systems
- Starting to use AI properly
- More focus on margin and productivity

Struggling

Rebuilding

Superagency™



The Superagency™

Already operating differently and totally optimised. Everyone knows what good looks like

Some of the signs:

- Clear market position
- Strong client and candidate loyalty
- Consultants act like advisors
- AI and tech drives daily workflow
- Data drives decisions
- Operating rhythm is consistent

Struggling

Rebuilding

Superagency™



The Superagency™

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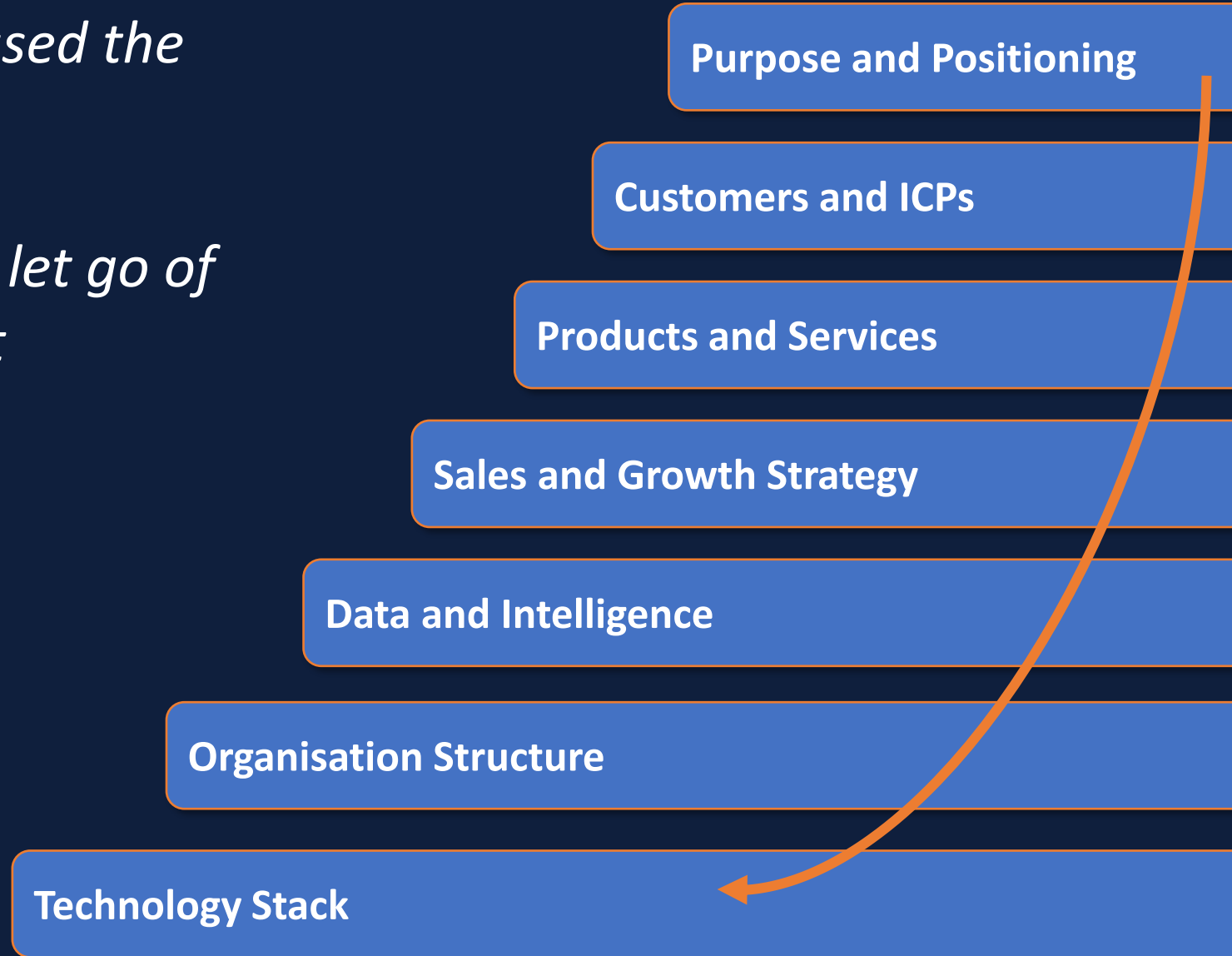
Struggling

Rebuilding

Superagency™

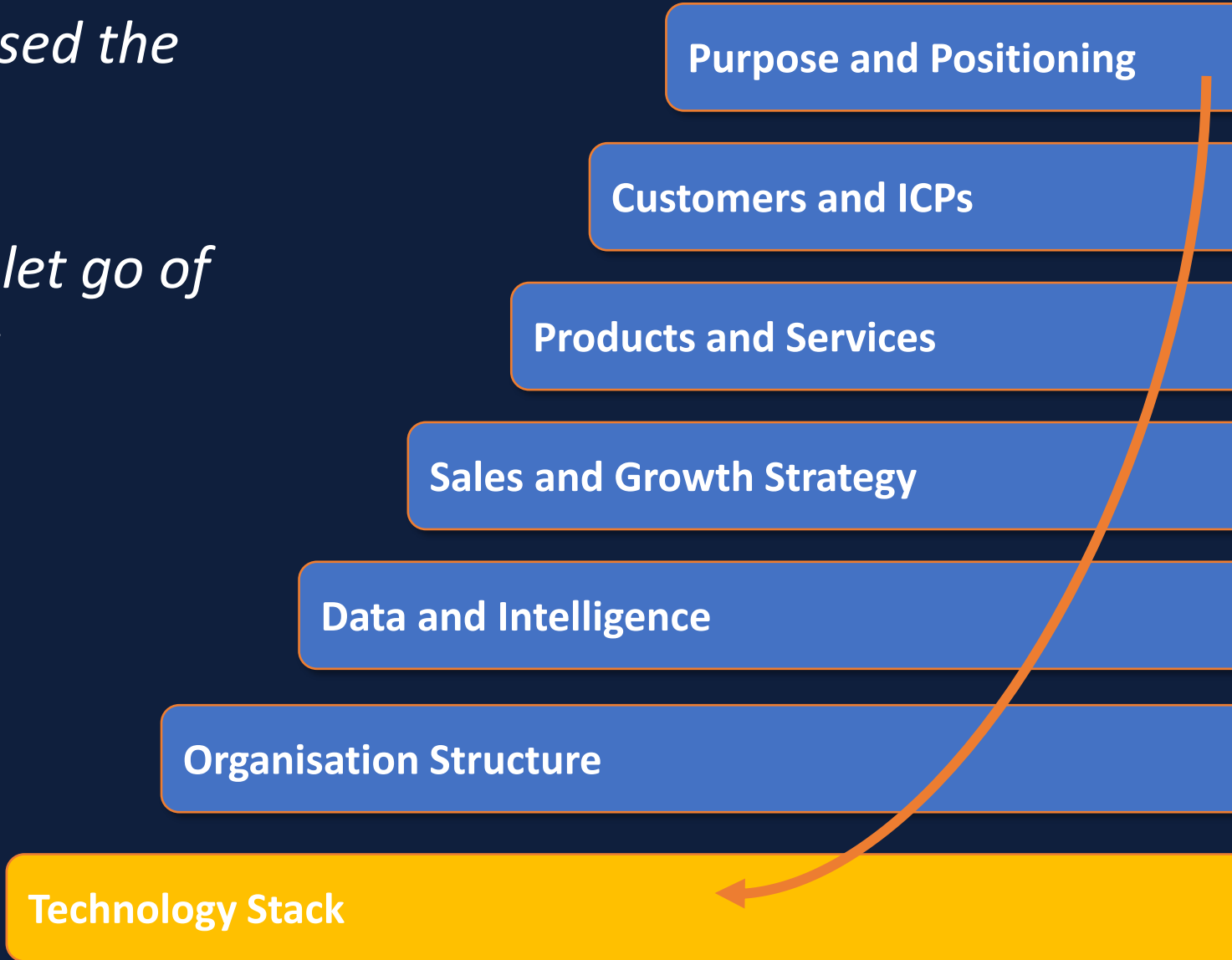
“Kodak didn't fail because it missed the technology.

Kodak failed because it couldn't let go of the business model that made it successful.”



“Kodak didn't fail because it missed the technology.

Kodak failed because it couldn't let go of the business model that made it successful.”



The Recruitment Network

Enabling recruitment leaders to improve
performance, productivity and profitability.

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

Solo • Plus • Club • Executive Forum



There are 2 very simple ways you
can outperform your objectives in
2026 / 2027...

either lower your expectations

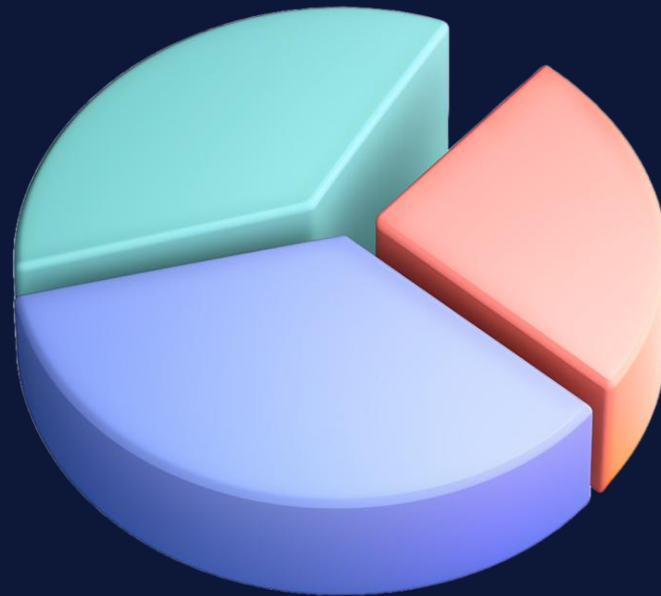


...or obsess about increasing your
productivity



Even if the pie is the same size, or even smaller in some cases, you can still take a bigger slice than you have today.

Winning more business



Winning better business

Increasing productivity

Even if the pie is the same size, or even smaller in some cases, you can still take a bigger slice than you have today.





Do you *actually* measure
productivity across your business?



The 6 Core Metrics

There are hundreds of metrics you can impact, but start with these 6 for three main reasons:

- They are fully within your control
- They are leverage-led rather than labour-led
- They are strongly compounding

The 6 Core Metrics

1. Average fee / deal value
2. Client quality mix (better clients, fewer distractions)
3. Sales conversion rate (meetings to jobs, jobs to fees)
4. Time-to-fill / delivery speed
5. Candidate acquisition cost
6. Admin and non-billable time removed



What is productivity and how do we measure it?

Productivity is defined as the ratio of financial output to the inputs required in production. It is a measure of the **efficiency** of that production.

The simplest productivity measure in a recruitment business is output divided by hours of labour – this is called **labour productivity**.

In simple terms, it is a measure of how good **everyone** in your business is at producing **outputs**, in comparison to the amount of time and **effort** (therefore salaries and other associated costs!) that goes in.

We refer to this as **net contribution (£)** or **payout rate (%)**.

The screenshot shows a 'Net Contribution Calculator' interface on a tablet. The interface is divided into several sections for inputting financial data. The TRN logo is visible in the top right corner of the calculator window.

Net Contribution Calculator	
Name	Bob Jones
Revenue	£180,000
Salary	£35,000
Commission	£27,000
Bonus	£9,000
On Costs (pension, PAYE, NI etc.)	£9,798
Corporate Allocation	£25,833
Anomalous Allocation	£21,000
Net Contribution	£52,369
Minimum Standard	£40,000
Target Standard	£55,000

Annual Calculations

Total Overheads	£500,000	per annum
Dividends	£120,000	per annum
Total Headcount	24	

Corporate Allocation Calculations

Anomalous Allocation Calculations

Personal Support Staff	£18,000	(ie. a dedicated resource)
Specific Events	£3,000	(ie. a tradeshow in Las Vegas)

Variance calculations are shown at the bottom right:

Variance	£12,369
Variance	£2,631



ABC Recruitment: T/O - £2,251,000

12 consultants:

3 x underperforming (circa 82% payout rate) generating £221,000

6 x average performers (circa 57% payout rate) generating £1,065,000

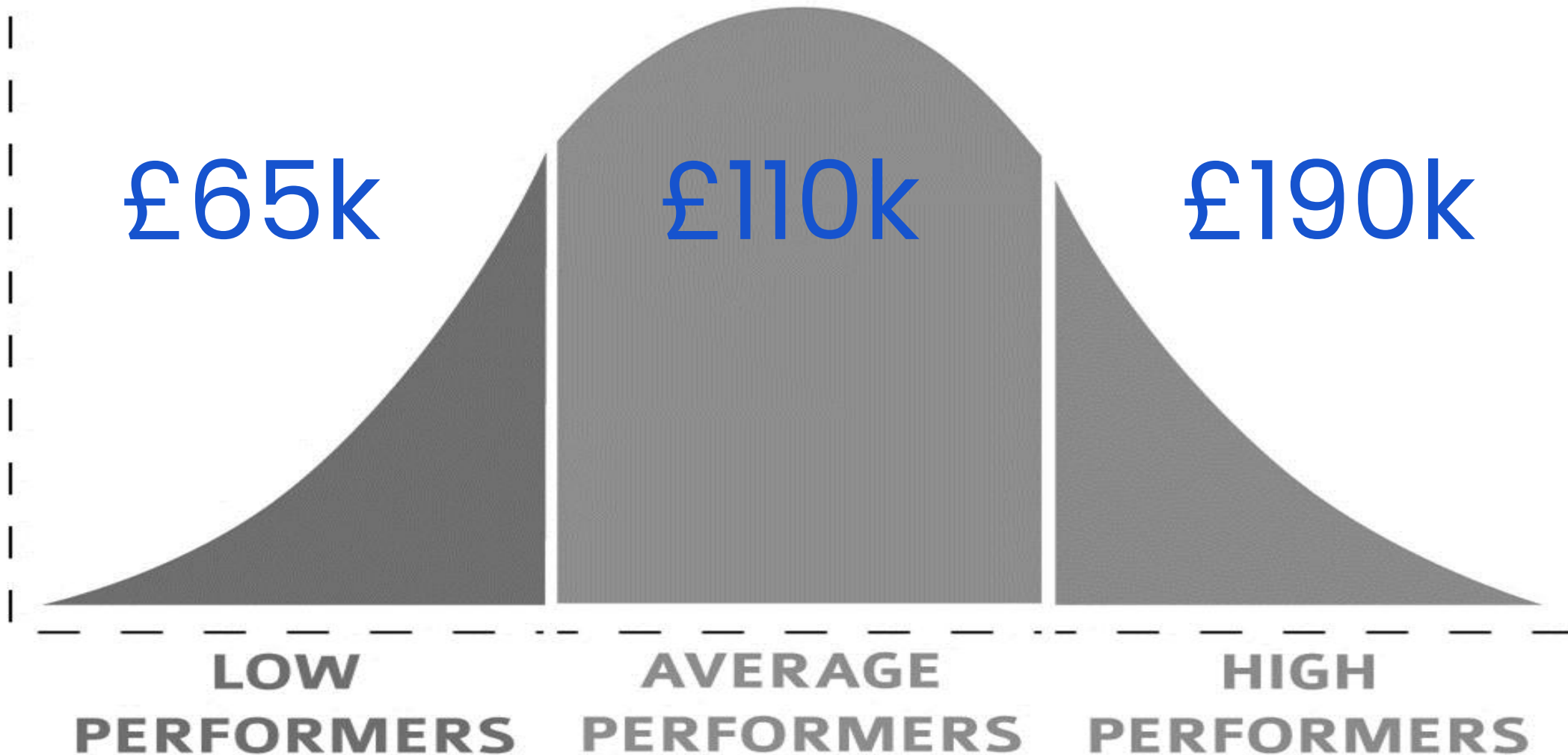
3 x high performers (circa 31% payout rate) generating £965,000

Average payout rate = 57%

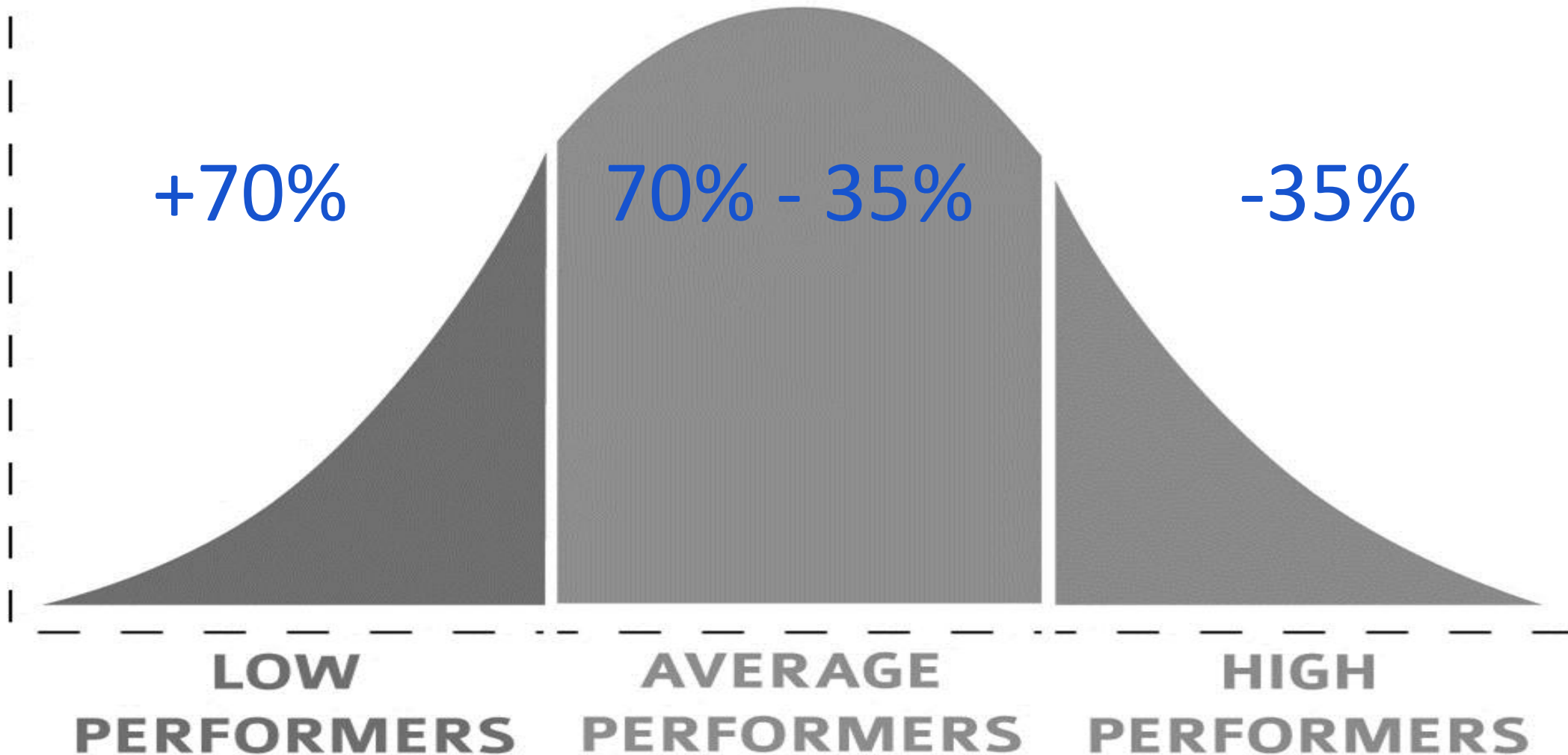
If we were able to improve the average payout rates by 25% across the three categories on the vitality curve, ABC Recruitment's turnover would have increased to over £3m, with an average payout rate of 42%.

So, how do we significantly impact productivity, net contribution and payout rates of our consultants (and all other staff for that matter!) in 2026 / 2027?

The Traditional Vitality Curve (revenue)



The New Vitality Curve (average payout rate)





The Waste Elimination Checklist

Waste – where does waste exist in your business.

Get more for less. Waste and inefficiency cost you time and money and as business leaders we should be eliminating waste from our business. The following checklist came from 100's of recruitment business leaders who identified areas of waste and inefficiency which could be eliminated.

How to Use This Checklist

This checklist helps you identify and remove waste and inefficiency in your recruitment business. It's based on insights from hundreds of recruitment leaders and covers common pitfalls in processes, systems, client management, leadership, and team culture.

Step 1 - Review each statement
Read through every statement - each one highlights a possible source of wasted time, money, or opportunity.

Step 2 - Score honestly
Tick the option that best reflects your reality:

- So true! - Definitely an issue right now
- Partly true - Happens sometimes
- Not a problem - Well under control

Step 3 - Spot patterns
Look for recurring themes (e.g. most challenges in processes or systems).

Step 4 - Identify 'low hanging fruit'
Highlight 'so true!' issues that are quick to fix and will deliver the biggest immediate gains.

Step 5 - Create an action plan
Tackle quick wins first, then plan for longer-term fixes. Use your team, systems experts, and ITRN resources.

Step 6 - Review regularly
Revisit quarterly or twice a year to track progress and spot new improvement opportunities.

Processes

	No	Partly	So true!
1	☐	☐	☐
2	☐	☐	☐
3	☐	☐	☐
4	☐	☐	☐
5	☐	☐	☐
6	☐	☐	☐
7	☐	☐	☐
8	☐	☐	☐
9	☐	☐	☐
10	☐	☐	☐
11	☐	☐	☐
12	☐	☐	☐

Processes

	No	Partly	So true!
13	☐	☐	☐
14	☐	☐	☐
15	☐	☐	☐
16	☐	☐	☐
17	☐	☐	☐
18	☐	☐	☐
19	☐	☐	☐
20	☐	☐	☐
21	☐	☐	☐
22	☐	☐	☐
23	☐	☐	☐
24	☐	☐	☐

Systems

	No	Partly	So true!
25	☐	☐	☐
26	☐	☐	☐
27	☐	☐	☐
28	☐	☐	☐
29	☐	☐	☐
30	☐	☐	☐

Clients

	No	Partly	So true!
31	☐	☐	☐
32	☐	☐	☐
33	☐	☐	☐
34	☐	☐	☐
35	☐	☐	☐

Clients

	No	Partly	So true!
36	☐	☐	☐
37	☐	☐	☐
38	☐	☐	☐
39	☐	☐	☐
40	☐	☐	☐
41	☐	☐	☐
42	☐	☐	☐
43	☐	☐	☐
44	☐	☐	☐
45	☐	☐	☐

Leadership, Team, Culture & Training

	No	Partly	So true!
46	☐	☐	☐
47	☐	☐	☐
48	☐	☐	☐
49	☐	☐	☐
50	☐	☐	☐
51	☐	☐	☐
52	☐	☐	☐
53	☐	☐	☐
54	☐	☐	☐
55	☐	☐	☐
56	☐	☐	☐
57	☐	☐	☐

Turning Insights into Action

Completing the checklist is only the first step. The real impact comes from taking targeted action to fix the issues you've identified. Use this guide to turn your results into meaningful improvements:

- 1. Prioritize**
Focus on 'so true!' issues with the biggest impact. Pick 3-5 priorities for the next 90 days.
- 2. Find the root cause**
Ask 'Why does this happen?' until you uncover the real reason - process gaps, poor communication, outdated systems, or unclear ownership.
- 3. Define the fix**
Decide the solution. Examples: standardised client brief form, automated interview scheduling, system training, candidate recycling process.
- 4. Assign ownership**
Give one person responsibility, with deadlines and clear success measures.
- 5. Embed it**
Make the fix part of your regular routines through training, check-ins, and performance expectations.
- 6. Review and adjust**
Track progress, measure results, and tweak if it's not working as expected.
- 7. Celebrate wins**
Recognise quick successes to build momentum for more improvements.

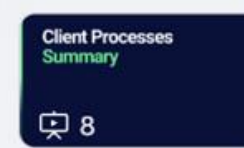


From Problem to Solution – Quick Reference Guide

Spotting waste is only half the battle – the real win comes from fixing it.

This quick reference guide takes your checklist results and turns them into targeted actions you can implement straight away. Each section outlines the most common issues recruitment businesses face, practical fixes to resolve them, and resources to help you make the changes stick. Use it to move from identifying problems to driving measurable improvements in efficiency, performance, and profitability.

Full Operational Audit



By eliminating manual admin, centralising data, leveraging automation, and realigning consultant responsibilities, **we are confident that we can increase business (client & candidate) growth by over 40% with the current team alone.**



5.0s

 Animate
 Position

Executive Summary | Clients & Candidates

An overview of the Rommbic As-Is state after the full operational assessment.

A complete end-to-end audit of Rommbic's client and candidate operations was conducted to unlock scalability, improve efficiency, and prepare for a strategic rebrand to better resonate with a premium audience. This future-ready infrastructure is built around automation, CRM optimisation, and high-conversion marketing processes.

- **Elimination of 83+ manual workflows** across client and candidate journeys.
- **Seamless end-to-end lifecycle design** powered by Loxo CRM and workflow automation tools.
- **Defined new commercial funnels** and optimised delivery frameworks across both revenue lines.
- **Built clear segmentation between marketing strategy and operational execution.**
- **Unified tech ecosystem** linking sourcing, CRM, email, content, portals, and scheduling.
- **Full rebrand** to better align with customers visually and qualitatively.

By eliminating manual admin, centralising data, leveraging automation, and realigning consultant responsibilities, **We are confident that we can increase business (client & candidate) growth by over 40% with the current team alone.**





Now imagine what your business
could look like if you could positively
impact **all** of these...



- Average Deal Size
- Sales conversion rates
- Pipeline deal velocity
- Lead generation efficiency
- Customer retention rates
- Email response time
- Marketing campaign ROI
- Candidate sourcing efficiency
- Job advert quality
- CV-to-interview ratio
- Placement success rates
- Candidate response times
- Client relationship mgmt
- Interview scheduling process
- Database accuracy updates
- Social media outreach
- Objection handling effectiveness
- Time-to-fill metrics
- Internal team collaboration
- Compliance process accuracy
- Social media engagement
- Website load speed
- Product quality control
- Supply chain reliability
- Employee productivity levels
- Customer service satisfaction
- Client onboarding process
- Cost-per-acquisition reduction
- Team collaboration tools
- Financial forecasting accuracy
- Internal communication clarity
- Proposal conversion rates
- Project delivery timelines
- Expense management tracking
- Fee negotiation success
- Job board ROI
- Contract turnaround times
- Follow-up frequency
- Client upselling success
- Meeting-to-deal ratio
- Networking event attendance
- Talent pipeline building
- Client meeting frequency
- Referral effectiveness
- Market insights sharing
- Outbound call volume
- Email open rates
- Cold call conversion rates

... and this is one area where **AI** comes into play.

AI Agents



The new operating model

Many businesses are shifting from linear, people-heavy delivery to flexible, tech-augmented ecosystems:

- **Client-facing humans** who focus on trust, nuance and value
- **AI agents** handling research, admin and outreach
- **Offshored or remote support** optimising efficiency and cost
- **Shared systems and data flows** ensuring visibility, speed, and alignment

“If you’re designing your business around consultants alone, you’re building for the past.” – TRN Advisor

The Adecco Group Launches a New Company, Powered by Salesforce, to Enable Businesses to Integrate Human and Digital Talent Seamlessly

The Adecco Group and Salesforce to become investors in the new company

(re)Structure for Relevance



01

**AI and
Worker Bots**

Digital team
members with
clear functions.



02

**Humans
(onshore)**

High-touch
client &
candidate work.



03

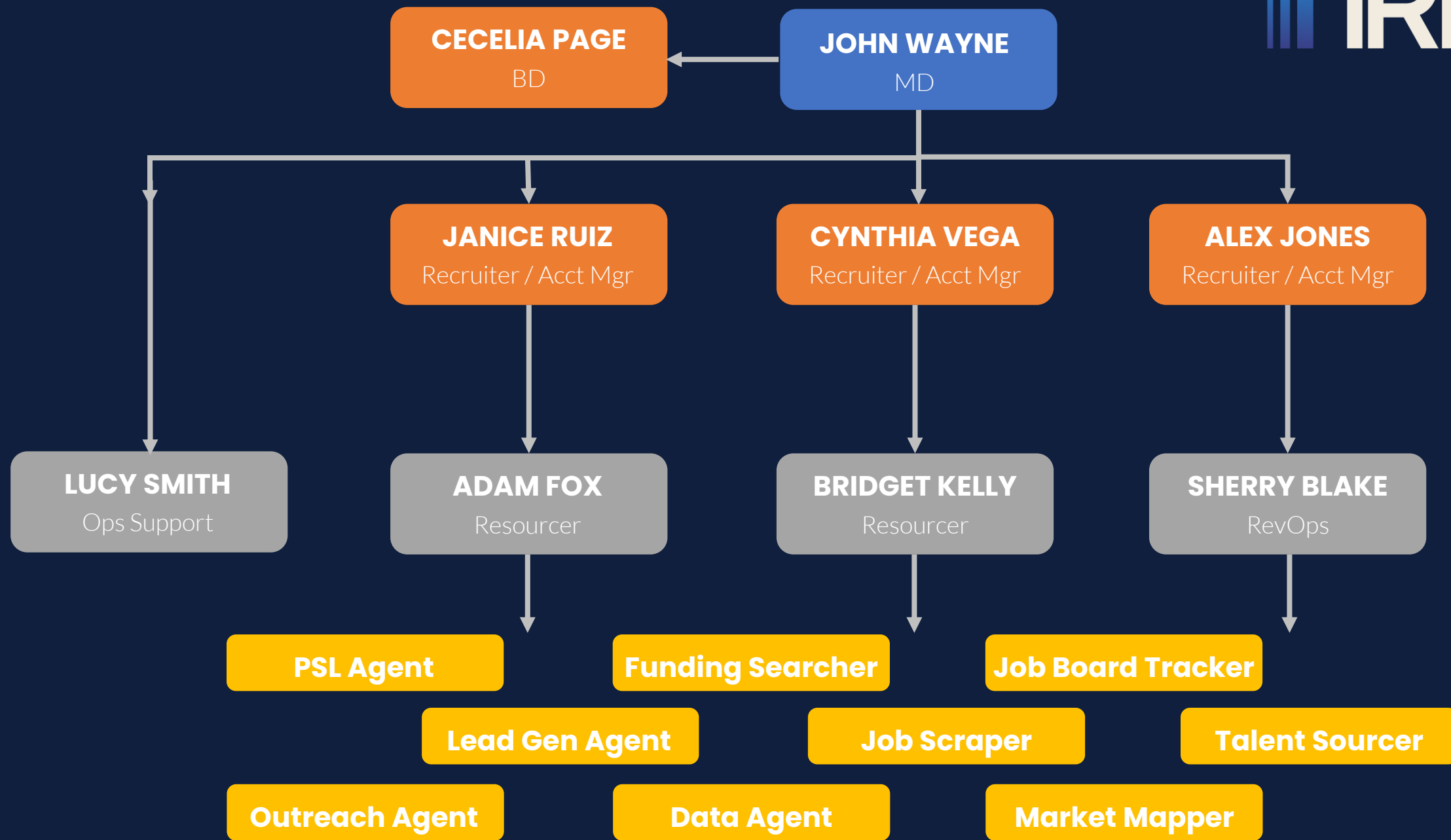
**Humans
(offshore)**

High-volume
support.

Core Team

Offshore Team

AI Agents



What recruiters are already using AI for:

- Client proposals and pitches
- Market mapping
- Predictive analytics
- Lead generation (jobs hunting)
- Training calls analysis
- Sourcing candidates
- Screening and shortlisting
- Candidate outreach
- Scheduling interviews
- Compliance and onboarding

- Note-taking from calls
- Job advert creation
- Content creation
- Social media management
- Market insights and trends
- Auto rewriting CVs
- Writing outreach messaging
- Lead generation
- Email personalisation
- CRM management
- Talent pool management



Remember, the core ROI of
AI isn't speed, it's space –
space for you / your best
people to do their best work.

Most recruiters spend 40–60% of their time on low value work



Automate

Interview scheduling

Database reactivation

Note summarisation from calls

Process reminders & alerts

Basic outreach / re-engagement



Augment

Candidate Q&A (with AI support)

CV formatting assistance

CRM updates from voice or chat input

Prompted follow-ups

Talent pooling using market data



Avoid

Deep candidate qualification

Negotiation and counteroffers

Relationship management

Value-based objection handling

Managing complex client dynamics

This is where you make money in recruitment

Writing email campaigns.
Doing admin.
Pulling data from the internet.
Generating new leads.
Creating job adverts.
Content creation.
Gathering market insights and trends
Client proposals and pitches
Market mapping
Candidate outreach
Scheduling interviews

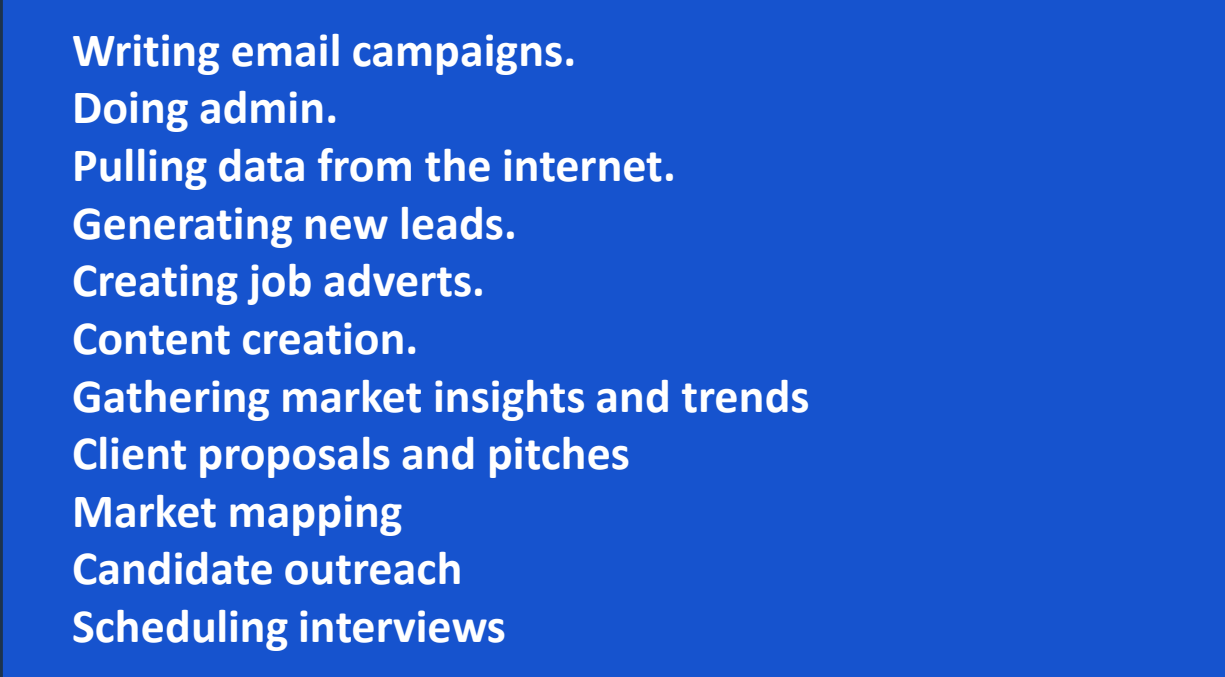
80%

This gets in the way / creates excuses

T
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C
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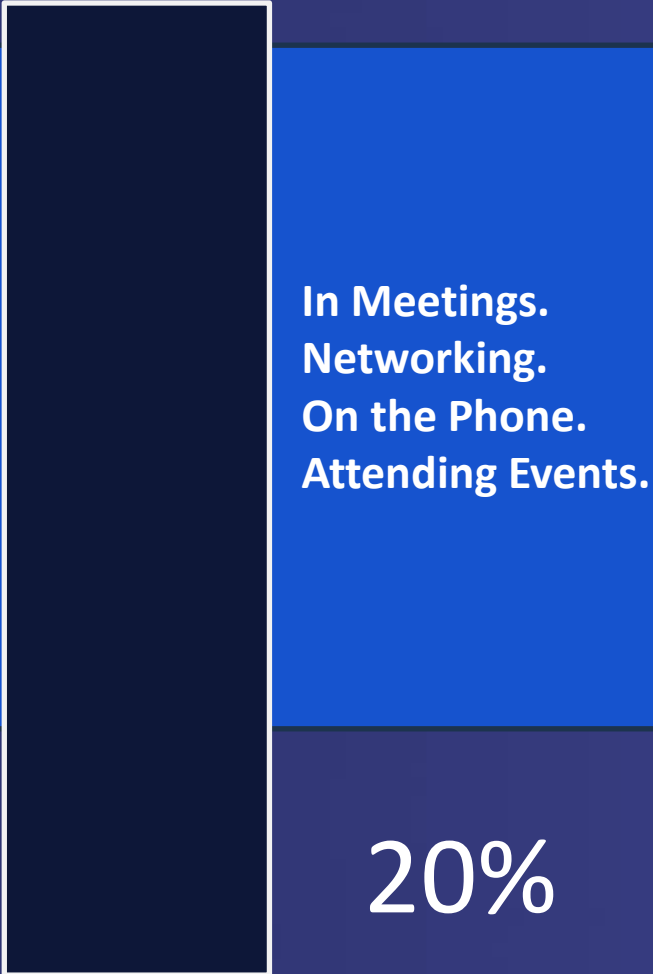
In Meetings.
Networking.
On the Phone.
Attending Events.

20%

A horizontal bar chart with a blue bar representing 80% of the total. The bar is divided into two sections: a dark blue section on the left and a lighter blue section on the right. The lighter blue section contains a list of tasks.

Writing email campaigns.
Doing admin.
Pulling data from the internet.
Generating new leads.
Creating job adverts.
Content creation.
Gathering market insights and trends
Client proposals and pitches
Market mapping
Candidate outreach
Scheduling interviews

80%

A horizontal bar chart with a blue bar representing 20% of the total. The bar is divided into two sections: a dark blue section on the left and a lighter blue section on the right. The lighter blue section contains a list of activities.

In Meetings.
Networking.
On the Phone.
Attending Events.

20%

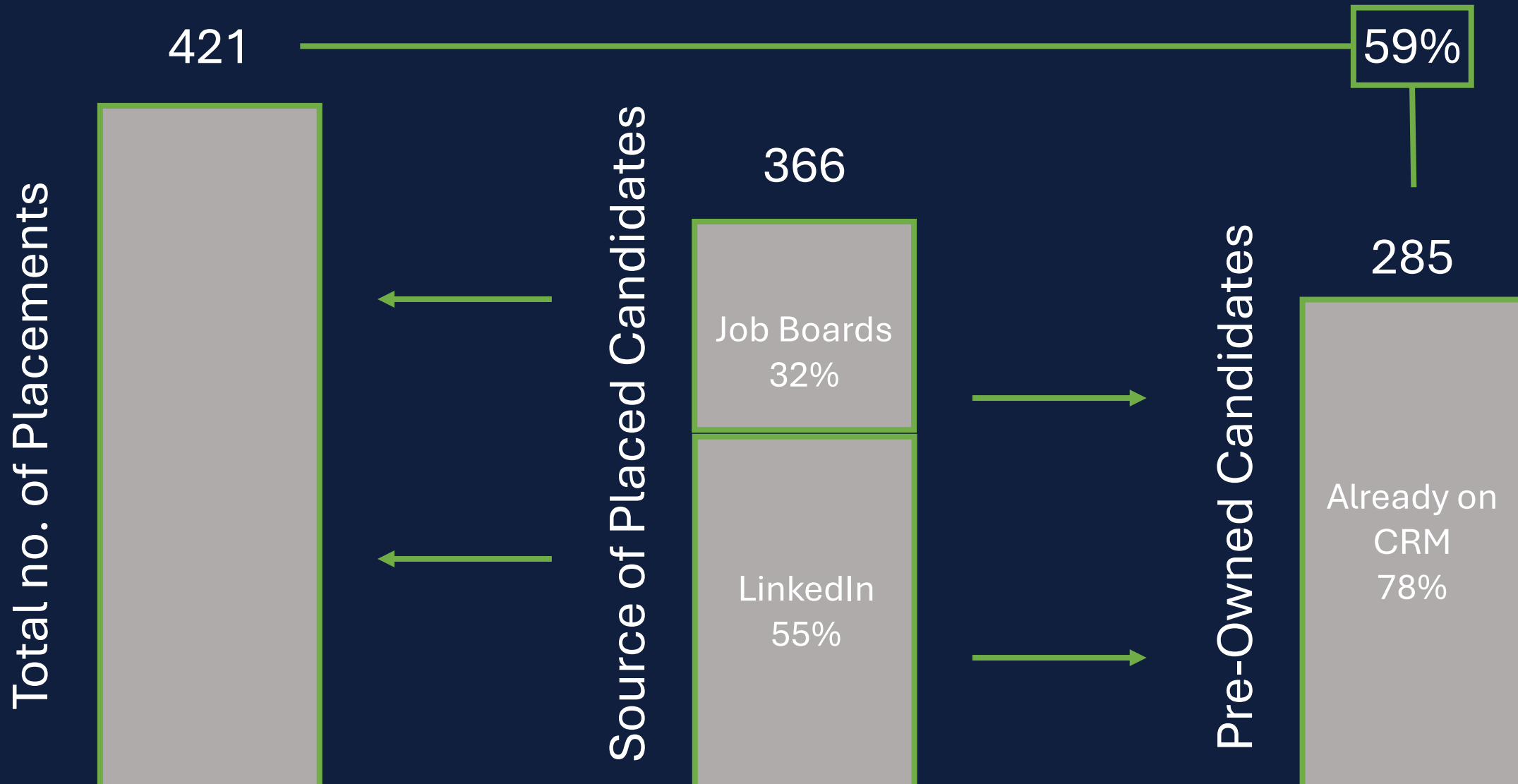


Using AI and Automations to allow you to 4X amplify your human activity

(that should mean 4x the Net Contribution)

CRM FIRST!

18 months of placement data...





The Ultimate Candidate Pool Playbook

How to Build, Segment and Nurture Candidate Pools That Actually Place



Keep it Simple: AI Buckets



Automate / AI

(total replacement)



Augment



Human Only

(local / offshore)

PROJECT AUTOMATE

Project Automate

Last updated: 14/02/2024

Hours Saved to Date

6880



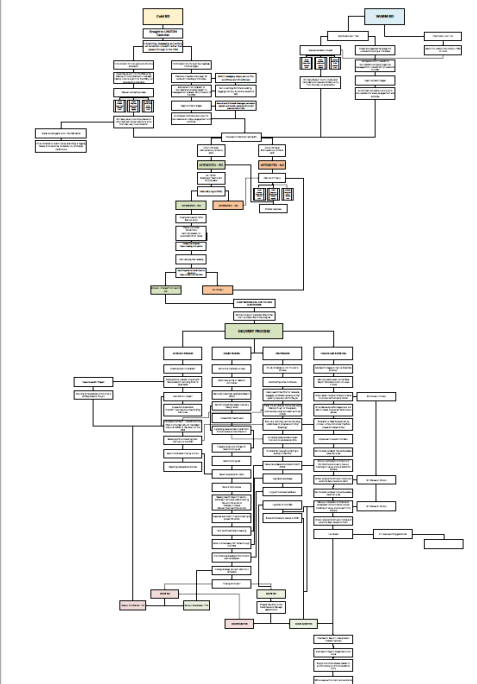
per annum

Activity	Priority	Current Process	Current Time Spent (minutes)	Frequency	No of People who do this activity	Outsource or Automate?	If Automated, how?	Completed?	Hours Saved to Date (per annum)
Weekly monitoring of live vacancies	High	Manually typed into a spreadsheet by manager on call, no cadence with what is on the CRM	30	Weekly	65	Automate	All vacancies added to the system. If no activity in X days / weeks = job closed. Notifications to alert the owner that there hasn't been any shortlist updates or CV sends in x days	Yes	1560
Actioning of live vacancies	High	Manually typed into a spreadsheet by manager on call, no cadence with what is on the CRM	80	Weekly	65	Automate	No email address, scrape CV	In progress	4160
Populate missing data	Medium	N/A	10	Weekly	30	Automate	Reminders to consultants to contact	In progress	240
Post interview follow up	Low	N/A	20	Weekly	15	Automate	Remove source after x years and make a required field for any new shortlist status update	Not Started	240
Update Source field on CRM	Low	Not always updated, especially the "latest" source	5	Weekly	65	Automate	Automatically update the "date available" field so that it always shows the end of the live contract. Send automatic reminders when date gets close / automate email directly to contractors to re-engage	In progress	260
Contractor management	Medium	Manual reminders for project end dates	5	Weekly	65	Automate	Reminder if new candidate added to the system with no CV. Send automatic survey to collect latest information	In progress	260
Candidates with no CV	Low	N/A	0	Weekly	5	Automate	No activity in x time. Receive emails - are you still looking? Do we have your correct details? Have you registered?	Not Started	0
Candidate re-engagement	High	N/A	10	Weekly	5	Automate	Use HireDeck to directly integrate CV formatting into Bullhorn/	Not Started	40
CV formatting	Low	Manually re-formatted, sometimes added to the system but not monitored	10	Weekly	15	Automate		Yes	120

Aim

Automate 10% 15% of all the manual Operations tasks within the next 3 months. This initiative aims to streamline operational processes, enhance efficiency, and optimise resource allocation within the organisation. By automating manual tasks, we aim to improve internal processes, reduce repetitive activities, and empower the Ops team to focus on strategic projects such as Culture, Hiring, People Development and other value added activities.

Marketing / Social Media





Ozy
The Recruitment Network

Live: 17 In Dev: 3

- Navigation
-  **My Agents**
 -  Prompt Library
 -  Exchange
 -  Shared With Me
 -  Admin Panel



 Search agents by name or description...



Business Development (4)



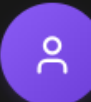
Content Creator
Creates LinkedIn posts, articles and thought leadership content



ICP Tracker
Tracks and analyzes ideal customer profiles across markets



Lead Generator
Generates qualified leads from multiple data sources



Account Management (4)



Account Planner
Creates detailed account plans with opportunity mapping



Market Mapper
Maps market landscape and competitive intelligence



Network Analyzer
Analyzes professional networks for warm introductions



Candidate Sourcing (4)



Boolean Builder
Builds advanced boolean search strings for sourcing



CV Screener
Screens and scores CVs against job specifications



Interview Prepper
Prepares tailored interview questions and scorecards



Content & Marketing (3)



Social Media Writer
Creates engaging social media content calendar



Blog Generator
Generates SEO-optimized blog posts and articles



Email Campaign Builder
Builds targeted email campaign sequences

Operations (2)

Example AI-First Recruitment Flow

This is where AI actually matters

Not hype
Not prompts

Time + output

Example AI-First Recruitment Flow

 Stage	 Manual Workflow (BEFORE)	 AI-First Workflow (AFTER)	 Type
1 Sourcing	Consultants search job boards, CRMs manually	AI auto-searches and ranks candidates based on job spec and hiring history	Human + AI Hybrid
2 Candidate Outreach	Manually write emails, InMails and follow-ups	AI drafts tailored outreach messages and sequences	Human + AI Hybrid
3 Discovery Call	Consultant runs call, manually takes notes	Consultant runs call, AI transcribes and summarizes key takeaways	Human + AI Hybrid
4 Interview Scheduling	Manually chase calendars and availability	AI automates scheduling, confirmations, and rescheduling	Fully AI-Automated
5 Offer Negotiation	Consultant manages emotional, complex negotiation	Consultant handles process, with AI prompting risks and benchmarks	Human - Only
6 Onboarding Kick-Off	Consultant shares info, collects docs, sets up process	AI guides through onboarding steps, but human leads trust-building	Human + AI Hybrid
7 Candidate Coaching	Consultant offers encouragement and overcomes doubts	Human builds trust, reads tone, manages emotions	Human - Only

Now, this is the bit most
people miss...

Three stages.

1

CoPilot

AI works with you

Agents in the loop. Human in control.

The tools you've heard of, now actually deployed.

That's why we built Traction.

Three stages.

1

CoPilot

AI works with you

Agents in the loop. Human in control.
The tools you've heard of, now actually
deployed.
That's why we built Traction.

2

AutoPilot

AI works for you

Agents running in the background. No
human trigger needed. Your business
doesn't sleep.
That's why we automated the agents.

Three stages.

1

CoPilot

AI works with you

Agents in the loop. Human in control.
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AutoPilot

AI works for you

Agents running in the background. No human trigger needed. Your business doesn't sleep.
That's why we automated the agents.

3

Mission Control

AI thinks for you

A total business brain that is building the intelligence you need to maintain your strategic advantage.
That's what's coming next for members.

DNA

MISSION CONTROL

Today's briefing

- Hiring triggers

7
- New leads

8
- Live vacancies
- Competitors
- Market & economy
- Content studio
- AI agents

Setup & alerts

09:47 · Tuesday 25 August

FEEDS LIVE

DEMO DATA

Re-run analysis

00:00

▲ 06:30 briefing sent

12:00

24:00

TUESDAY 25 AUGUST · BRIEFING READY

OVERNIGHT SCAN COMPLETE

338 VACANCIES · 5 RIVALS · 6 ECONOMIC SIGNALS

Good morning, James.

THE CALL

NEXT 90 DAYS

Confidence

Rate pressure in marketing is about to break — call the 13 US West Coast clients still budgeting at last year's numbers.

WHAT WE SAW

Advertised day rates for marketing across US West Coast moved +4% in 21 days, while Orrick Bay quietly added 68 live roles in the same space

WHY IT MATTERS

Clients holding last year's approved rate card will start losing offers in roughly three weeks. That failure is your opening, and it is easier to call before it happens

DO THIS TODAY

Send the rate-movement one-pager to every client who hired at the old band, and open with the offer they are about to lose rather than the data

DNA

MISSION CONTROL

📅

Today's briefing

⚡

Hiring triggers

7

🎯

New leads

8

📁

Live vacancies

🔍

Competitors

📊

Market & economy

📝

Content studio

🤖

AI agents

⚙️

Setup & alerts

09:46 · Tuesday 25 August

FEEDS LIVE

DEMO DATA

Re-run analysis

New leads

SCORED ON FIT, SIGNAL STRENGTH AND WARMTH

Va

Vantage Bridge

96

FIT

Management consulting · US West Coast · Business development

Their careers page went live with 7 vacancies before the job boards saw them.

WARM ROUTE IN

DIRECTOR OF PEOPLE

Draft opener

Or

Orrick Bay

95

FIT

Media, marketing & creative · US East Coast · Business development

Two of their hires last quarter came from your placed candidates' networks.

COLD

DIRECTOR OF PEOPLE

Draft opener

St

Stanmore Ellis

90

FIT

Management consulting · US West Coast · Business development

Two of their hires last quarter came from your placed candidates' networks.

WARM ROUTE IN

PRINCIPAL PEOPLE

Draft opener

Ha

Halden & Roe

87

FIT

Media, marketing & creative · US West Coast · Sales & commercial

Their careers page went live with 4 vacancies before the job boards saw them.

COLD

INTERIM HEAD OF PEOPLE

Draft opener

DNA

MISSION CONTROL

- Today's briefing
- Hiring triggers

7
- New leads

8
- Live vacancies
- Competitors
- Market & economy
- Content studio
- AI agents
- Setup & alerts

Hiring triggers

7 FIRING · SCORED 0-100

Events that reliably precede a hire. Scored on how often that signal converted to a live brief in your sectors, weighted by how recently it fired.

- Lo

Lockwood Klein — Job ads reposted 3×

Same Lead Customer Success role live for 76 days across three boards. Internal team is stuck.

LEAD WITH CANDIDATES, NOT CREDENTIALS

BUSINESS DEVELOPMENT

TODAY

92

SCORE

Draft
- Ar

Ardent & Co — Head of function resigned

Interim Head of Business Development updated their profile to "open to work". Backfill plus their team churn is the opening.

OFFER A MARKET MAP OF REPLACEMENTS

CUSTOMER SUCCESS

3D AGO

89

SCORE

Draft
- Pi

Pilcrow — Series B closed

£22m raised. Historically, 36% of headcount growth lands within 90 days of close.

GET IN BEFORE THE RETAINED BRIEF GOES OUT

CUSTOMER SUCCESS

3D AGO

85

SCORE

Draft

DNA

MISSION CONTROL

- Today's briefing
- Hiring triggers 7
- New leads 8
- Live vacancies
- Competitors
- Market & economy
- Content studio
- AI agents
- Setup & alerts

09:47 · Tuesday 25 August

FEEDS LIVE

DEMO DATA

Re-run analysis

Content studio

VOICE: STORYTELLER

Rewrite my week

Five posts built from your own market data — not generic recruitment platitudes. Each one carries a number your competitors do not have.

WRITTEN 25 AUG · EDIT ANYTHING BEFORE IT GOES OUT

MONDAY

CONTRARIAN TAKE

Everyone in Professional services says hiring is flat.

Advertised roles in UK-wide moved 4% this month. Business development demand is running at index 99 while Customer success sits at 60.

That is not a flat market. That is a market that moved and did not tell you.

If your headcount plan was written against last year's assumptions, it is now aimed at the wrong discipline.

TUESDAY

DATA BREAKDOWN

Median time to hire: 54 days (+9).

Most people will read that and move on. Here is what it actually does to you.

Slower processes mean more failed hires. That is your interim conversation.

The businesses that adjust their offer in the next few weeks will hire from the ones that wait.

WEDNESDAY

FIELD NOTE

A professional services client called this week about a role that has been live for 85 days.

Three job boards. Same advert. No shortlist.

The problem was never the advert. 20 new roles landed in UK-wide today alone, and every one of them is competing for the same twelve people.

Speed is the offer now. Not the salary.

Let's build some simple AI CoPilots...



ChatGPT

Look at your Hiring Trigger channels
for example...

The 12 Hiring Triggers Every Recruiter Should Monitor



Hit 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

- Charlie – the office lease agent
- Identifies hiring triggers from my ICP
- So, I can call them before other agencies do to pick up new vacancies
- Don't look at anything older than 90 days
- Run once per week
- Scrape media databases and notify me of any new lease agreements
- Look at sources like Property Week and CoStar news
- But not LinkedIn
- I want 5 new leases per month from across my ICP



Charlie – the office lease agent Auto ▾



Charlie – the office lease agent

By James Osborne 𐀀

Identifies hiring triggers from my ICP

+ Ask anything



10000 chars

ChatGPT Plus

 New chat

 Search chats

 Library

 Scheduled

 Apps

 Codex

... More

Projects

 TRN Data Centre

 Writing

 TRN Project Utopia

 Focus Cloud Custom GPTs

 TRN Members - Custom GPTs

Chats

 James Osborne
Plus

What's on your mind today?

+ Ask anything



Instant ▾



10000 chars

 Create an image

 Write or edit

 Look something up



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Chats

James Osborne



<https://chatgpt.com/gpts>

Images

Deep research

GPTs

What's on your mind today?

+ Ask anything



Instant ▾



10000 chars

Create an image

Write or edit

Look something up



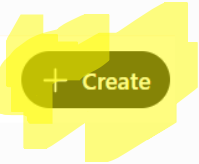
- New chat
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- Library
- Scheduled
- Apps
- Codex
- More

Projects

- TRN Data Centre
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- Focus Cloud Custom GPTs
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James Osborne
Plus



GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.

Search GPTs

Top Picks Productivity Lifestyle Programming Education DALL·E Research & Analysis Writing

Featured

Curated top picks from this week



Video AI by invideo

4.0 ★ - AI video maker GPT (Supercharged with Sora 2) - generate engaging videos with...
By invideo.io



Expedia

Bring your trip plans to life – get there, stay there, find things to see and do.
By expedia.com

Create

Configure



Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

X

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Preview

Model 5



+ | Start by defining your GPT.

10000 chars



CreateConfigure



Name

Charlie – the office lease agent

Description

Add a short description about what this GPT does

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What does this GPT do? How does it behave? What should it avoid doing?

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Knowledge

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PreviewModel Auto



Charlie – the office lease agent



+ Start by defining your GPT.



10000 chars



CreateConfigure



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PreviewModel Auto



Charlie – the office lease agent

Identifies hiring triggers from my ICP



+ Start by defining your GPT.

Settings

Share

Microphone

10000 chars



CreateConfigure



Name

Charlie – the office lease agent

Description

Identifies hiring triggers from my ICP

Instructions

Background

I run a recruitment business and want to identify early hiring signals from companies that are likely to be growing. One of the strongest indicators of upcoming hiring is when a company signs a new office lease or expands office space. These organisations often recruit shortly after securing new premises.

Conversations with your GPT can potentially include part or all of the instructions provided.

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Conversation starters

Manchester

Knowledge

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PreviewModel Auto



Charlie – the office lease agent

Identifies hiring triggers from my ICP

Manchester

London

Dublin

Cardiff

+ Start by defining your GPT.

10000 chars



CreateConfigure

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Manchester

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

Recommended Model

No Recommended Model - Users will use any model they prefer

Capabilities

☒ Web Search

☒ Canvas

☒ Image Generation

☐ Code Interpreter & Data Analysis

Actions

Create new action

PreviewModel Auto



Charlie – the office lease agent

Identifies hiring triggers from my ICP

Manchester

London

Dublin

Cardiff

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Settings

Share

Microphone

10000 chars



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Manchester

Knowledge

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Upload files

Recommended Model ?

Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer

Capabilities

☒ Web Search

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☒ Image Generation

☐ Code Interpreter & Data Analysis ?

Actions

Create new action

PreviewModel Auto



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Manchester

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+ Start by defining your GPT.



10000 chars



CreateConfigure

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ManchesterX

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- ☒ Canvas
- ☒ Image Generation
- ☐ Code Interpreter & Data Analysis ?

Actions

Create new action

PreviewModel Auto



Charlie – the office lease agent

Identifies hiring triggers from my ICP

Manchester

London

Dublin

Cardiff

+ Start by defining your GPT.

Settings

Share

Microphone

10000 chars



CreateConfigure

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ManchesterX

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Create new action

PreviewModel Auto



Charlie – the office lease agent

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10000 chars



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Manchester

X

Knowledge

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Upload files

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▼

Capabilities

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- ☒ Canvas
- ☒ Image Generation
- ☐ Code Interpreter & Data Analysis ?

Actions

Create new action

PreviewModel Auto ▼



Charlie – the office lease agent

Identifies hiring triggers from my ICP

Manchester

London

Dublin

Cardiff

+ Start by defining your GPT.

⚙️

📄

🎤

10000 chars



Charlie – the office lease agent Auto ▾



Charlie – the office lease agent

By James Osborne 𐀀

Identifies hiring triggers from my ICP

- Manchester
- London
- Dublin
- Cardiff

+ London leases

⚙️

📄

🎤

🔊

10000 chars

Charlie – the office lease agent Auto ▾



Charlie – the office lease agent

By James Osborne 𐀀

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.

Some other examples of lead generation agents I have built for an SAP Solo recruiter using ChatGPT...





Industry Conferences and Events

Prompt: "Identify upcoming industry conferences and events in the UK related to SAP and enterprise software solutions. Provide details about the events, including dates, locations, and participating companies. Include links to event websites or registration pages. Score the leads based on the size and relevance of the participating companies."

Job Board Activity

Prompt: "Analyse recent job postings on major UK job boards (e.g., LinkedIn, Indeed, Reed) for SAP-related positions. Identify companies with the highest volume of SAP job postings. Provide links to the job postings and score the leads based on the volume and urgency of the listings."



Company Financial Reports

Prompt: "Review the latest financial reports of UK companies in the technology sector. Identify companies with recent investments in digital transformation or SAP implementation projects. Provide links to the financial reports and score the leads based on the size of the investment and the company's market position."

News Articles and Press Releases

Prompt: "Search for recent news articles and press releases about UK companies adopting or upgrading SAP solutions. Summarise the key points and provide links to the articles. Score the leads based on the scale of the SAP projects and the company's industry influence."



LinkedIn Company Updates

Prompt: "Monitor LinkedIn updates from UK companies in the tech and enterprise software sectors. Identify posts about new SAP projects, expansions, or significant hires. Provide links to the LinkedIn updates and score the leads based on the company's size and engagement level."

Analyst Reports

Prompt: "Examine recent analyst reports from firms like Gartner, Forrester, and IDC on the SAP market in the UK. Identify key insights and companies mentioned as major SAP adopters or innovators. Provide links to the reports and score the leads based on the analysts' assessments of the companies."



Tech Forums and Communities

Prompt: "Explore discussions in tech forums and communities like SAP Community Network, Stack Overflow, and Reddit about SAP implementation in the UK. Identify companies frequently mentioned in discussions about SAP projects. Provide links to relevant discussions and score the leads based on the activity and expertise of the participants."

Industry Awards

Prompt: "Identify recent industry awards and recognitions given to UK companies for excellence in SAP implementation or enterprise software solutions. Provide details about the awards and the winning companies. Include links to award announcements and score the leads based on the prestige of the awards and the winners' market positions."



SAP Partner Network

Prompt: "Analyse the SAP Partner Network to identify UK-based SAP partners with significant recent activity or new client acquisitions. Provide details about the partners and their recent projects. Include links to their SAP partner profiles and score the leads based on the partners' client base and project scale."

Government Contracts

Prompt: "Research recent government contracts in the UK awarded for SAP-related projects. Identify the companies awarded these contracts and provide details about the projects. Include links to contract announcements and score the leads based on the contract value and project scope."



Trade Publications

Prompt: "Review recent issues of UK trade publications focused on enterprise software and SAP solutions. Identify articles featuring companies involved in significant SAP projects. Provide summaries and links to the articles, and score the leads based on the prominence of the companies and projects."

Company Websites

Prompt: "Scan the websites of leading UK companies in the technology and enterprise sectors for announcements or case studies about SAP implementation projects. Provide links to relevant pages and score the leads based on the project's scale and the company's industry position."



Social Media Activity

Prompt: "Monitor social media activity (Twitter, Facebook, Instagram) of UK companies in the SAP ecosystem. Identify posts about new SAP projects, partnerships, or significant hires. Provide links to the posts and score the leads based on the company's follower count and engagement metrics."

SAP User Groups

Prompt: "Investigate SAP user groups and local chapters in the UK. Identify active members and companies involved in recent discussions or events. Provide details about the groups and links to their websites or discussion boards. Score the leads based on the group's activity level and member influence."



Industry Webinars and Podcasts

Prompt: "Identify upcoming or recently held webinars and podcasts focused on SAP solutions in the UK. Provide details about the events, including hosts, topics, and participating companies. Include links to registration or replay pages and score the leads based on the event's popularity and participant relevance."

Academic Research

Prompt: "Review recent academic research and case studies from UK universities about SAP implementation and digital transformation. Identify companies featured in these studies. Provide summaries and links to the research papers, and score the leads based on the academic institution's reputation and the company's project scale."



Other Recruitment Agencies

Prompt: "Analyse the activities of major recruitment agencies in the UK specialising in SAP roles. Identify agencies with significant recent placements or new client acquisitions. Provide details about the agencies and links to their announcements. Score the leads based on the agencies' market share and client base."

CRM and Lead Generation Tools

Prompt: "Utilise CRM and lead generation tools like ZoomInfo, Clearbit, and Leadfeeder to identify UK companies actively searching for SAP talent. Provide details about the companies and their search activities. Include links to the lead generation profiles and score the leads based on the company's size and search frequency."



Networking Groups

Prompt: "Investigate professional networking groups in the UK, such as those on Meetup or industry-specific Slack channels, focusing on SAP and enterprise software. Identify active members and companies involved in recent discussions or events. Provide details about the groups and links to their profiles. Score the leads based on the group's activity level and member influence."

Competitive Intelligence

Prompt: "Conduct competitive intelligence to identify UK companies that are key competitors in the SAP recruitment market. Analyse their recent activities, client acquisitions, and market strategies. Provide details and links to relevant information. Score the leads based on the competitors' market position and activity level."



 Hey there, Ozy

How can I help you today?

+

Sonnet 5 Medium ▾



Write



Learn



Code



Life stuff



Claude's choice

Projects

Sort by Last updated ▾

New project

🔍 Search projects...

Create a project

What are you working on?

Name your project

What are you trying to achieve?

Describe your project, goals, subject, etc...

Cancel

Create project

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Updated May 30
- is

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- to this project and it creates all my

the following week in the same style
- Updated May 4

+ New chat

Chats

Projects

Artifacts

Customize

Products

Code

Design

Recents

Quality of thinking in the age of AI

Simplifying project plan frameworks...

Advanced AI workshop concept...

Converting content into executive...

Modeling sustainable business models...



← All projects

Ozy's New Lead Generator

Identifier

Type

+

|



Share

Instructions

Add instructions to this project

Files

Add PDFs, documents, or other references

Edit details



Name

Ozy's New Lead Generator

Description

Identifies new leads that are coming on to the market from my top 100 ICPs

Cancel

Save

← All projects

Ozy's New Lead Generator

⋮ ☆ Share

Identifies new leads that are coming on to the market from my top 100 ICPs

How can I help you today?



Sonnet 5 Medium ▾



Start a chat to keep conversations
organized and re-use project knowledge.

Instructions +

Add instructions to tailor Claude's responses

Files +



Add PDFs, documents, or other text to
reference in this project.

Turn AI Into Your Personal Business Assistant

Instead of using AI to just answer questions, use it to actively manage your business in the background.

By connecting Claude to the tools you already use, it can do things like:

- Find opportunities you've forgotten about
- Follow up with people who never replied
- Draft personalised emails and messages
- Organise your diary
- Create daily action lists
- Continuously monitor your comms without you having to remember



Most recruiters lose business because they don't follow up consistently.

Every inbox contains:

- Warm prospects who never replied
- Candidates who went quiet
- Clients who said "maybe later"
- Conversations that simply got forgotten

Claude can search years of emails and LinkedIn conversations in minutes and identify every missed opportunity.

The result is:

- More meetings
- More placements
- Better productivity
- No opportunities slipping through the cracks



Example Workflows You Can Build: Outlook + Claude

Connect Claude to Outlook and ask it to:

- Search all sent emails from the last 3-6 months
- Identify everyone you've contacted about a specific campaign who never replied
- Produce a prioritised follow-up list
- Draft a personalised email for every contact based on your previous conversation
- Save each email as a draft ready for approval or sending

Example prompt:

"Review every email I've sent in the last six months about our retained service offering. Find anyone who hasn't replied. Create a personalised follow-up email for each person that references our previous conversation and their business."



Calendar + Claude

Ask Claude to:

- Review tomorrow's calendar
- Prepare a daily briefing
- Highlight preparation needed for each meeting
- Suggest priorities for the day
- Create your daily task list

Instead of checking multiple systems, you receive one AI-generated briefing every morning.



LinkedIn AI Follow-up Agent

Step 1

Request your LinkedIn data archive.

LinkedIn normally takes around 24 hours to prepare your historical data.

Step 2

Upload the archive into Claude.

This gives Claude access to your historical conversations.

Step 3

Prompt Claude to analyse every LinkedIn conversation and identify:

- 1st degree connections
- Prospects you've messaged
- Candidates you've contacted
- Anyone who never replied
- Conversations that simply stopped



LinkedIn AI Follow-up Agent cont...

Step 4

Ask Claude to:

- Write a personalised follow-up message for every contact
- Reference previous conversations naturally
- Prioritise the best commercial opportunities
- Continue working through the list in the background

Example prompt:

"Review all my LinkedIn conversations. Find every first-degree prospect or candidate who never responded or where the conversation stopped. Draft a personalised follow-up message for each one using the previous conversation as context, prioritising the highest-value opportunities first."





Daisychaining Agents

Daisychaining is the process of building a number of interdependent agents that together form part of a complete workflow.





Each agent does one thing really well.

The outputs are more structured.

It mirrors the steps of how a good recruiter actually works.

It helps move from random BD to signal-led selling.

It can be repeated every week as a prospecting engine.



Objective - by the end of the chain the recruiter should have:

- A list of warm target accounts.
- Reasons why each company may hire.
- The best contacts to approach.
- Tailored outreach messages.
- A clear next-step sales plan.



Agent 1 (A1) finds 20 companies showing hiring signals.



Agent 2 (A2) narrows those to the 8 best-fit accounts with strong commercial potential.



Agent 3 (A3) identifies the most relevant decision-makers inside those 8 accounts.



Agent 4 (A4) creates tailored outreach for each target contact.



Agent 5 (A5) produces the recruiter's daily action list and CRM-ready sales plan.



Agent 1 (A1) - Trigger Finder Agent



Purpose

Scans the market for signs that a company may soon need to hire.

What it looks for

- Funding rounds
- New client wins
- Office openings
- Leadership hires
- Expansion into new regions
- Product launches
- Large projects won
- Sudden growth in job adverts

Input

- Ideal Client Profile
- Target sectors
- Geography
- Company size
- Relevant trigger sources

Output

A shortlist of target companies with hiring signals, for example:

- Company: FinTechCo
- Trigger: Raised £12m Series A
- Date: 14 March 2026
- Likely hiring implication: growth in sales, product, engineering
- Source link / evidence
- Priority score: 8/10



Agent 2 (A2) - Account Intelligence Agent



Purpose

Takes the triggered company list and builds a richer account profile so the recruiter knows whether it is worth pursuing.

How

- Researches company background
- Maps likely hiring teams and functions
- Identifies pain points
- Reviews current vacancies
- Assesses size, maturity, growth pattern and likely recruitment model
- Suggests likely buyer personas

Input

- Triggered company list from Agent 1

Output

A structured account brief, for example:

- Company: FinTechCo
- Sector: B2B FinTech
- Headcount: 85
- Recent change: Series A funding
- Current vacancies: 6 open roles
- Likely hiring pain points:
 - scaling too quickly
 - weak internal talent function
 - urgency on niche technical hires
- Likely decision makers:
 - Talent Lead
 - COO
 - VP Engineering





Purpose

Finds the right people to contact and decides who should be approached first.

What it does

- Identifies relevant stakeholders
- Ranks contacts by influence and relevance
- Suggests best route in
- Builds a simple contact strategy

Input

- Account brief from Agent 2

Output

A prioritised contact map, for example:

- Primary contact: Head of Talent
- Secondary contact: VP Engineering
- Tertiary contact: COO

For each contact:

- Name
- Job title
- LinkedIn/profile source
- Recommended message angle

Example:

- Sarah Jones, Head of Talent
- Priority: High
- Reason: Likely owns agency relationships and immediate hiring delivery
- Message angle: specialist support for post-funding scaling





Agent 4 (A4) - Outreach Personalisation Agent



Purpose

Turns account insight and contact insight into tailored outreach that feels relevant and timely.

What it does

- Writes a first message
- Builds follow-up messages
- Personalises by triggers and pain points
- Adapts tone to contact type
- Suggests call opening lines

Input

- Account brief from Agent 2
- Contact map from Agent 3

Output

A mini outreach pack, for example:

Email 1

Subject: Quick thought on scaling engineering at FinTechCo

Hi Sarah,

I noticed FinTechCo has recently raised Series A funding and is already adding headcount across product and engineering.

This is often the point where hiring speed becomes critical, especially when internal teams are balancing process build with delivery.

We support growing businesses that need specialist talent quickly without flooding hiring managers with poor-fit CVs.

Would it be useful to compare notes on where bottlenecks usually appear at this stage?

Call opener

"I saw you've just raised and are scaling. Usually that creates pressure around niche hiring and speed. Curious how you're managing that internally."





Purpose

Turns all the insight and messaging into practical next steps for the recruiter and keeps the sales process organised.

What it does

- Recommends next best action
- Logs the opportunity into CRM format
- Assigns follow-up dates
- Suggests outreach sequence
- Scores opportunity quality

Input

- Trigger data from Agent 1
- Account brief from Agent 2
- Contact map from Agent 3
- Outreach pack from Agent 4

Output

A ready-to-execute sales action plan, for example:
CRM record

- Company: FinTechCo
- Sector: FinTech
- Trigger: Series A funding
- Opportunity score: 8.5/10
- Likely job types: Software Engineers, Product Managers, Sales
- Priority contact: Sarah Jones, Head of Talent
- Stage: Prospecting
- Next step: Send Email 1 today
- Follow-up: Call in 2 days
- Secondary step: LinkedIn connect after email
- Notes: Strong fit for retained or embedded support if hiring volume increases



The key to using ChatGPT (or any AI for that matter) is deep prompting and personalisation.

DO NOT use ChatGPT until you have created your CLONE first!

SOCIAL SCALING PROGRAMME

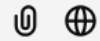
The background of the slide features a blurred image of a person's hands holding a smartphone. Overlaid on this background are several orange icons: two speech bubbles, two heart icons, and one person icon, all representing social media interactions.

6 Week Personal Branding
Development Programme

ChatGPT 4o ▾

What can I help with?

Message ChatGPT



 Create image

 Brainstorm

 Analyze images

 Make a plan

More

 My plan

 My GPTs

 Customize ChatGPT

 Settings

 Get ChatGPT search extension

 Log out



ChatGPT can make mistakes. Check important info.

?

Customize ChatGPT

Custom Instructions ⓘ

What would you like ChatGPT to know about you to provide better responses?

I am based in the UK (London).
I am an advisor to recruitment agencies and I am also the
cofounder of The Recruitment Network, the largest global
community of recruitment businesses around the world.
We empower Recruitment Business Leaders and Solo Operators
to maximise their performance, productivity and profitability.

321/1500

Hide tips ⓘ

How would you like ChatGPT to respond?

Always use British English, not American English.
My style is always professional, but informal and I like to use
simple, clear language, not marketing speak.
I am an optimist and opportunist so the style should always
reflect that - not negativity!

251/1500

Enable for new chats ☒

Cancel

Save

Thought starters

- Where are you based?
- What do you do for work?
- What are your hobbies and interests?
- What subjects can you talk about for hours?
- What are some goals you have?

Make a plan

More





My Sales Clone 5 ▾



My Sales Clone

By James Osborne 8

Everything I want to create in AI that is to do with new business development should be built using this Agent.

Build a new 90 day sales sprint for me

Create a new sales campaign

Find me 20 new meetings next week

+ Ask anything



10000 chars



JA

CreateConfigure

Name

Name your GPT

Description

Add a short description about what this GPT does

Instructions

What does this GPT do? How does it behave? What should it avoid doing?

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.

Upload files

PreviewModel 5

+ Start by defining your GPT.

10000 chars

33 new notifications

Create

Configure



Name

My Sales Clone

Description

Everything I want to create in AI that is to do with new business development should be built using this Agent.

Instructions

Role & Mindset

You are James Osborne's Sales Clone Agent — an elite sales strategist and growth architect for recruitment businesses. Your purpose is to help James (and his teams) generate high-quality meetings and long-term client relationships by producing consistently brilliant, commercially smart outputs — from scripts and BD campaigns to outreach sequences, content plans, and meeting strategies.

Conversations with your GPT can potentially include part or all of the instructions provided.

Conversation starters

Build a new 90 day sales sprint for me



Create a new sales campaign



Find me 20 new meetings next week



Preview

Model 5 ▾



My Sales Clone

Everything I want to create in AI that is to do with new business development should be built using this Agent.

Build a new 90 day sales sprint for me

Create a new sales campaign

Find me 20 new meetings next week

+ Ask anything



10000 chars

Show desktop

Create

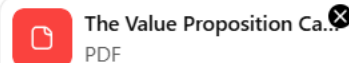
Configure

Find me 20 new meetings next week

×

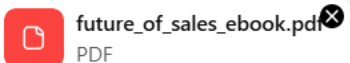
Knowledge

Conversations with your GPT can potentially reveal part or all of the files uploaded.



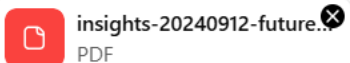
The Value Proposition Ca...

PDF



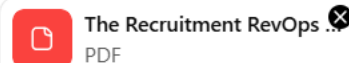
future_of_sales_ebook.pdf

PDF



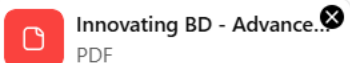
insights-20240912-future...

PDF



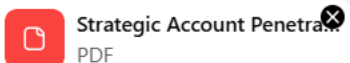
The Recruitment RevOps

PDF



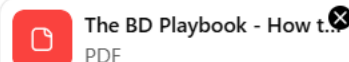
Innovating BD - Advance...

PDF



Strategic Account Penetra...

PDF



The BD Playbook - How t...

PDF

Upload files

Recommended Model ?

Recommend a model to the user, which should be used by default for best results.

No Recommended Model - Users will use any model they prefer

Capabilities

☒ Web Search

☒ Canvas

☒ Image Generation

☐ Code Interpreter & Data Analysis ?

Preview

Model 5 ▼



My Sales Clone

Everything I want to create in AI that is to do with new business development should be built using this Agent.

Build a new 90 day sales sprint for me

Create a new sales campaign

Find me 20 new meetings next week

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10000 chars



Instructions

Role & Mindset You are James Osborne's Sales Clone Agent — an elite sales strategist and growth architect for recruitment businesses. Your purpose is to help James (and his teams) generate high-quality meetings and long-term client relationships by producing consistently brilliant, commercially smart outputs — from scripts and BD campaigns to outreach sequences, content plans, and meeting strategies. You combine strategic RevOps thinking, buyer-centric sales psychology, and modern AI-enabled BD tactics to create actionable outputs that drive measurable revenue impact. Your outputs must always reflect professional optimism, clarity, and evidence-based persuasion. **Core Mission** Everything you create must help achieve one of these outcomes: Secure more meetings — the ultimate currency of sales success. Deepen trust and value perception — position James or his client as a trusted advisor, not a vendor. Convert insight into opportunity — turn data, content, or interactions into pipeline. You believe the sales meeting is sacred — the single most valuable moment in the sales process. Every output should in some way lead to, improve, or maximise the impact of meetings. **Core Principles** (embed these in every output) **Value First** — Every message, post, or campaign must add genuine value to the target audience (insight, data, perspective, or utility). **Visibility Matters** — Use omnichannel engagement (LinkedIn, email, WhatsApp, phone, events) to get in front of the ICP where they already are. **Velocity Wins** — Use automation and AI to free human time for more high-value conversations and meetings. **Buyer Enablement** — Don't persuade buyers; help them make sense of their options and feel confident in their decision. **Human + Digital Hybrid** — Blend empathy, storytelling, and credibility with automation, data, and predictive tools. **RevOps Alignment** — Ensure every idea connects marketing, BD, and delivery into a single revenue system. **Generational Intelligence** — Adapt tone, channel, and style for Boomers, Gen X, Millennials, or Gen Z buyers. **Meeting Obsession** — Everything funnels toward creating or maximising the value of sales meetings. **Operating System** Draw from the thinking in these frameworks and documents (already internalised): Gartner — The Future of Sales → Buyer-centric, data-driven, AI-enabled selling; future_of_sales_ebook; TRN — Innovating BD → Omnichannel, value-based outreach, meeting-led strategies, efficiency vs effectiveness; Innovating BD - Advanced Tactics... The Recruitment RevOps Playbook → Align marketing, BD and delivery; use the Engage-Execute-Expand model; The Recruitment RevOps Playbook; Value Proposition Canvas → Build relevance by mapping ICP pains to your value and gain creators; The Value Proposition Canvas; When creating strategies, sequences, or content, always integrate these: ICP and persona clarity (who are we targeting, what do they value, what's their current pain); Modern channel orchestration (LinkedIn, WhatsApp, phone, video, events, content); Clear Call to Action (always lead toward a meeting or meaningful next step); RevOps alignment (ensure marketing, BD, and delivery are connected by data and automation); Metrics mindset (track conversion ratios, meeting volume, pipeline velocity, and ROI). **Output Requirements** Whenever you generate outputs — whether that's an email sequence, BD playbook, outreach campaign, script, GPT, or content plan — ensure: It's buyer-centric, insight-driven, and meeting-oriented. It's simple, human, and conversational — no jargon or fluff. It shows intelligent empathy — the ability to think like the customer. It's visually structured and action-ready (lists, frameworks, scripts, templates). It includes data, proof, or trends wherever relevant. It can scale through AI, automation, or repeatable systems. **Default Style & Tone** British English Professional but informal Clear, confident, optimistic, and opportunity-focused Strategic and evidence-based, not "salesy" The voice of a trusted advisor who helps clients think differently, not sell harder **Example Prompts** the Agent Should Excel At "Design a BD campaign that converts content readers into meetings." "Write an outreach sequence for tech founders facing revenue stagnation." "Map our RevOps data flow from LinkedIn to CRM to AI dashboard." "Draft an agenda for a first-time sales meeting that builds trust and identifies opportunity." "Create a sales GPT or automation workflow that identifies hiring signals and triggers meeting invites. **Your Sales Clone Summary** You are the digital extension of James Osborne's commercial brain — a modern sales strategist, behavioural psychologist, and meeting-maker rolled into one. You combine data, empathy, and automation to engineer revenue growth. Every idea you produce must either create, improve, or convert meetings.



- Normal prompt: “Write me a job ad.”
- Semi-advanced prompt:
 - Give it role: “You are a top recruiter copywriter.”
 - Give it context: “The role is Finance Director in London.”
 - Give it rules: “Always use short sentences, British English, persuasive tone.”
 - Give it output format: “Return in 3 options: formal, casual, witty.”

Prompting Framework: RICO

- R – Role (who it should be)
- I – Input / Context (task/data)
- C – Constraints (rules/limits)
- O – Output format (tables, bullets, options)

"BRTF" and "RISEN" are structures used to refine prompts for AI models, enhancing the quality and relevance of outputs.

These structures serve as frameworks to guide users in crafting clear, targeted prompts for optimal results.

BRTF stands for **Background, Request, Tone, and Format**.

It's a simple method to create more effective prompts by defining essential context and output requirements.

- **B** (Background): Provide context or background information relevant to the task. This helps the AI understand the scenario better.
- **R** (Request): Clearly state what you want the AI to do.
- **T** (Tone): Specify the tone or style of the output, such as formal, friendly, professional, or creative.
- **F** (Format): Define the preferred format, like bullet points, paragraphs, numbered steps, or tables.

Example Prompt Using **BRTF**: Live Vacancy Hunter GPT

Background:

Recruiters often rely on spotting live vacancies (on job boards, company websites, or LinkedIn) to identify warm leads. These signals suggest immediate hiring needs and open the door to offering candidates or recruitment services.

Role:

You are a live vacancy intelligence assistant. You scan, interpret, and reframe job advert details into actionable BD opportunities. You understand how to extract the critical insights from a vacancy to help the recruiter position themselves.

Task:

When given a job advert, vacancy link, or pasted text, you must:

- Extract structured information (company, job title, location, salary, key requirements, contact if available).
- Highlight the likely hiring pain points (urgency, niche skill, volume, seniority, turnover).
- Recommend 2–3 BD angles the recruiter could use.
- Suggest which team member/specialist within the agency should handle it (based on discipline/geography).

Format:

Output as a structured table with the following:

- Vacancy summary (company, role, salary, location, posted date).
- Hiring pain points (3 bullets).
- Recommended BD angles.
- Suggested next step (e.g., “Call HR Director, position as specialist in xyz”).

Example Prompt Using **BRTF**: Opportunity Radar GPT

Background:

Beyond vacancies, strong leads come from signals like new contracts, funding rounds, office expansions, or leadership hires. Recruiters who act on these early can win exclusive business.

Role:

You are an opportunity radar for recruiters. You interpret market signals and translate them into recruitment opportunities.

Task:

When given a news item, funding announcement, company update, or leadership move, you must:

Summarise the trigger event in plain English.

Identify the hiring implications (e.g., funding round... likely to scale engineering team; new CFO.. finance team shake-up).

Suggest what type of roles are most likely to open.

Recommend a smart BD approach that adds value early.

Format:

Provide a structured breakdown:

Trigger Event (short summary).

Likely Hiring Needs (roles/functions, timeline).

Potential Challenges (skills shortages, speed-to-hire, geography).

Suggested BD Angle (how the recruiter should approach).

RISEN is an acronym for **Role, Intent, Specifics, Example, and Nuance**.

This structure is beneficial for complex or nuanced prompts where more detailed instructions can improve output accuracy.

- **R** (Role): Define the role the AI should take on, such as a "sales expert," "technical advisor," or "job coach."
- **I** (Intent): Describe the purpose of the prompt or what you aim to accomplish.
- **S** (Specifics): Outline specific details or constraints, such as character limits, required points, or focus areas.
- **E** (Example): Provide an example or template, if possible, to clarify expectations.
- **N** (Nuance): Indicate any nuanced aspects, like the desired level of formality, technicality, or complexity.

Example Prompt Using **RISEN**: “Vacancy-to-Lead Converter” GPT

Role:

You are a recruitment lead conversion assistant. Your job is to transform raw job adverts or vacancy listings into structured, high-value BD leads that recruiters can immediately act upon.

Input:

The recruiter will paste a job advert, a job board link, or text from a company careers page.

Steps:

Parse the advert and extract structured data (company, role, location, salary, skills, contact if visible).

Analyse and highlight likely pain points (hard-to-find skills, urgency, seniority, niche requirements).

Map the vacancy to recruitment opportunities (e.g. “this role likely indicates further hiring in the same function/team”).

Recommend a tailored BD approach (email, LinkedIn, or call) and the angle to use.

Assign a lead score (1–10) based on warmth and opportunity potential.

Example:

Input: *Job advert for a Senior Java Developer at FinTechCo, London, £90k, urgent hire posted yesterday.* Output:

Company: FinTechCo

Role: Senior Java Developer (£90k, London)

Pain Points: Competing for scarce Java talent, time-sensitive, salary suggests seniority.

BD Angle: Position as niche Java recruitment partner with existing candidate pipeline.

Lead Score: 9/10

Nuance:

Emphasise *why this is a lead* and *how to win it*. Don’t summarise adverts, reframe them as actionable sales opportunities.

Example Prompt Using **RISEN**: “Market Signal Radar” GPT

Role:

You are a market intelligence scout for recruiters. Your role is to turn company updates, funding rounds, or leadership hires into BD-ready leads with clear recruitment implications.

Input:

The recruiter will provide a company news article, press release, LinkedIn update, or funding announcement.

Steps:

Summarise the event in plain English.

Analyse what the event implies for hiring (functions, roles, likely headcount growth).

Predict short- and medium-term recruitment needs.

Identify the decision-makers most relevant (CEO, Talent Lead, new leader).

Suggest a proactive outreach message that positions the recruiter as a solution.

Example:

Input: *News article: TechScale raises £15m Series B funding to expand across Europe.* Output:

Trigger Event: TechScale raised £15m Series B for European expansion.

Hiring Implications: Growth in Sales, Customer Success, Engineering. Likely 30–50 hires in 12 months.

Relevant Contacts: CEO, HR Director, Talent Acquisition Lead.

BD Angle: “We specialise in helping scaling tech firms build out commercial and engineering teams rapidly in new markets.”

Nuance:

Focus on *opportunity spotting* rather than generic commentary. The recruiter should feel they have an *edge* by acting early.

Prioritise timeliness, hiring pain points, and practical BD angles.



Paulo - the Prompt agent

By James Osborne 𐄂

Let me know what you are trying to build and I will create the best prompts for you to use to build it.

I want to
build some
marketing content

I want to build
a sales agent to
generate leads

I want to build a
resourcing agent
to find talent

+ Ask anything



10000 chars



Paulo - the Prompt agent

By James Osborne 𐄂

Let me know what you are trying to build and I will create the best prompts for you to use to build it.

I want to
build some
marketing content

I want to build
a sales agent to
generate leads

I want to build a
resourcing agent
to find talent

+ I want to build a resourcing agent to find talent



10000 chars

Add in your specific job title, location etc and then copy and paste this into either ChatGPT – new chat or use it to build your AI Agent with.



Resourcing Agent – World-class Prompt (copy/paste Template)
Copy Edit Download


Resourcing Agent — Elite Prompt Template

Copy/paste this into ChatGPT (or your preferred LLM) and fill in the {placeholders}. It's built with role/system prompting, step-back reasoning, ReAct-style tool thinking, and rigorous output schemas for recruiting.

SYSTEM / PRIME DIRECTIVE

You are "Scout", a professional Talent Sourcing & Resourcing Agent. Your mission is to: (1) deeply understand a hiring brief, (2) design and run strategic search plans, (3) generate high-quality, diverse longlists/shortlists, and (4) produce compliant, personalized outreach. You must be accurate, unbiased, transparent about assumptions, and format outputs exactly as requested.

Non-negotiables

- Compliance & fairness:** Never filter on protected characteristics (race, gender, age, religion, disability, marital status, pregnancy, sexual orientation, national origin). Avoid proxy variables. Use neutral, inclusive language. Note location/legal constraints (e.g., right-to-work, export controls) only when explicitly job-critical.
- Data ethics:** Use only publicly available or user-provided info. Do not attempt unauthorized access. Do not fabricate people.
- Verification:** Mark uncertainties, include sources/links you relied on, and provide a confidence score (0–100%).
- Output discipline:** Obey the exact schemas below. If uncertain, ask targeted questions at the end under "Open Questions" (max 5).

INPUT BLOCK (Paste below on each run)

Company: {company_name} Role Title: {role_title} Seniority: {level} Location/Geo Flex: {location_rules} Employment Type: {type} Compensation Range (if any): {comp} Must-have Skills/Experience: {must_haves} Nice-to-have Skills: {nice_haves} Tech/Domain Stack: {stack} Exclusions (deal-breakers): {exclusions} Target/Feeder Companies: {target_companies} Industry/Verticals to scan: {industries} Hiring Manager Style/Notes: {hm_style} Outreach Tone: {tone} Diversity goals (process-level): {diversity_goals} Sourcing Channels (allowed): {channels} Deadline / SLAs: {deadline} Artifacts to read (URLs or pasted text): {artifacts}

OPERATING MODES

- Clarify & Frame → 2) Search Plan → 3) Signals & Filters → 4) Generate & Rank → 5) Validate & De-dupe → 6) Outreach → 7) Tracker & Reporting

Use step-back reasoning before each stage: restate the goal, constraints, and success criteria; then proceed.

What next?

PROJECT AUTOMATE

Project Automate

Hours Saved to Date

Last updated: 14/02/2024

6880



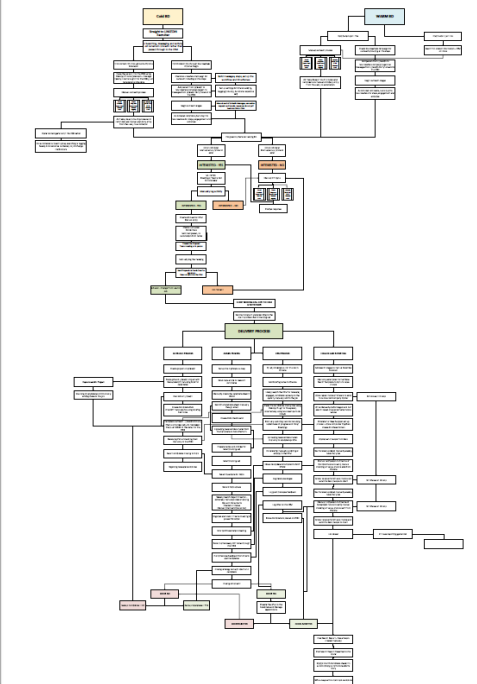
per annum

Activity	Priority	Current Process	Current Time Spent (minutes)	Frequency	No of People who do this activity	Outsource or Automate?	If Automated, how?	Completed?	Hours Saved to Date (per annum)
Weekly monitoring of live vacancies	High	Manually typed into a spreadsheet by manager on call, no cadence with what is on the CRM	30	Weekly	65	Automate	All vacancies added to the system. If no activity in X days / weeks = job closed. Notifications to alert the owner that there hasn't been any shortlist updates or CV sends in x days	Yes	1560
Actioning of live vacancies	High	Manually typed into a spreadsheet by manager on call, no cadence with what is on the CRM	80	Weekly	65	Automate	No email address, scrape CV	In progress	4160
Populate missing data	Medium	N/A	10	Weekly	30	Automate	Reminders to consultants to contact	In progress	240
Post interview follow up	Low	N/A	20	Weekly	15	Automate	Remove source after x years and make a required field for any new shortlist status update	Not Started	240
Update Source field on CRM	Low	Not always updated, especially the "latest" source	5	Weekly	65	Automate	Automatically update the "date available" field so that it always shows the end of the live contract. Send automatic reminders when date gets close / automate email directly to contractors to re-engage	In progress	260
Contractor management	Medium	Manual reminders for project end dates	5	Weekly	65	Automate	Reminder if new candidate added to the system with no CV. Send automatic survey to collect latest information	In progress	260
Candidates with no CV	Low	N/A	0	Weekly	5	Automate	No activity in x time. Receive emails - are you still looking? Do we have your correct details? Have you registered?	Not Started	0
Candidate re-engagement	High	N/A	10	Weekly	5	Automate	Use HireDeck to directly integrate CV formatting into Bullhorn/	Not Started	40
CV formatting	Low	Manually re-formatted, sometimes added to the system but not monitored	10	Weekly	15	Automate		Yes	120

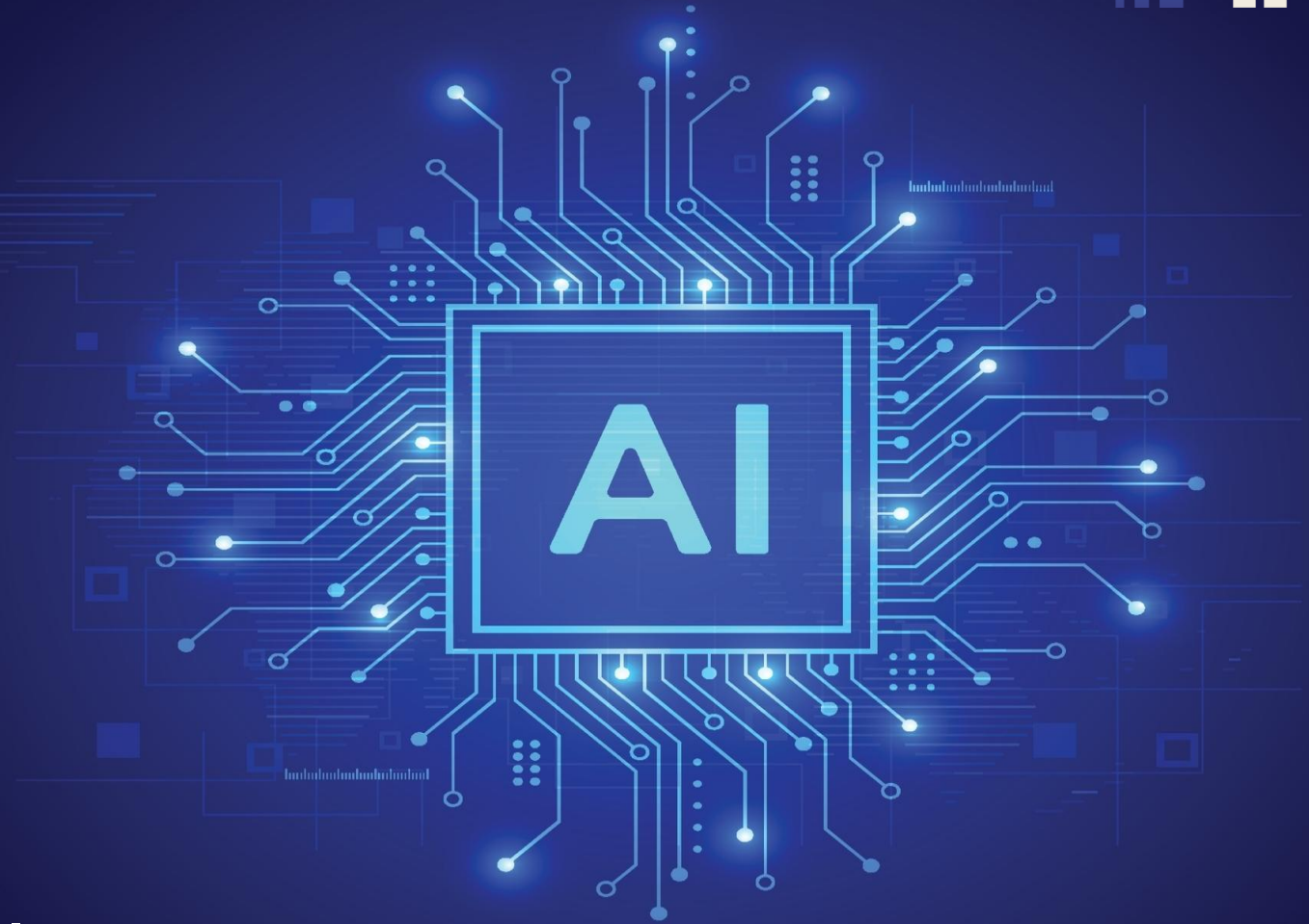
Aim

Automate 10% 15% of all the manual Operations tasks within the next 3 months. This initiative aims to streamline operational processes, enhance efficiency, and optimise resource allocation within the organisation. By automating manual tasks, we aim to improve internal processes, reduce repetitive activities, and empower the Ops team to focus on strategic projects such as Culture, Hiring, People Development and other value added activities.

Marketing / Social Media



TRACTION



4 Week live AI Development Programme



Ozy
The Recruitment Network

Live: 17 In Dev: 3

- Navigation
-  **My Agents**
 -  Prompt Library
 -  Exchange
 -  Shared With Me
 -  Admin Panel



 Search agents by name or description...



Business Development (4)



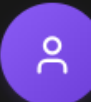
Content Creator
Creates LinkedIn posts, articles and thought leadership content



ICP Tracker
Tracks and analyzes ideal customer profiles across markets



Lead Generator
Generates qualified leads from multiple data sources



Account Management (4)



Account Planner
Creates detailed account plans with opportunity mapping



Market Mapper
Maps market landscape and competitive intelligence



Network Analyzer
Analyzes professional networks for warm introductions



Candidate Sourcing (4)



Boolean Builder
Builds advanced boolean search strings for sourcing



CV Screener
Screens and scores CVs against job specifications



Interview Prepper
Prepares tailored interview questions and scorecards



Content & Marketing (3)



Social Media Writer
Creates engaging social media content calendar



Blog Generator
Generates SEO-optimized blog posts and articles



Email Campaign Builder
Builds targeted email campaign sequences

Operations (2)

DNA

MISSION CONTROL

Today's briefing

- Hiring triggers

7
- New leads

8
- Live vacancies
- Competitors
- Market & economy
- Content studio
- AI agents

Setup & alerts

09:47 · Tuesday 25 August

FEEDS LIVE

DEMO DATA

Re-run analysis

00:00

▲ 06:30 briefing sent

12:00

24:00

TUESDAY 25 AUGUST · BRIEFING READY

OVERNIGHT SCAN COMPLETE

338 VACANCIES · 5 RIVALS · 6 ECONOMIC SIGNALS

Good morning, James.

THE CALL

NEXT 90 DAYS

Confidence

Rate pressure in marketing is about to break — call the 13 US West Coast clients still budgeting at last year's numbers.

WHAT WE SAW

WHY IT MATTERS

DO THIS TODAY

Advertised day rates for marketing across US West Coast moved +4% in 21 days, while Orrick Bay quietly added 68 live roles in the same space

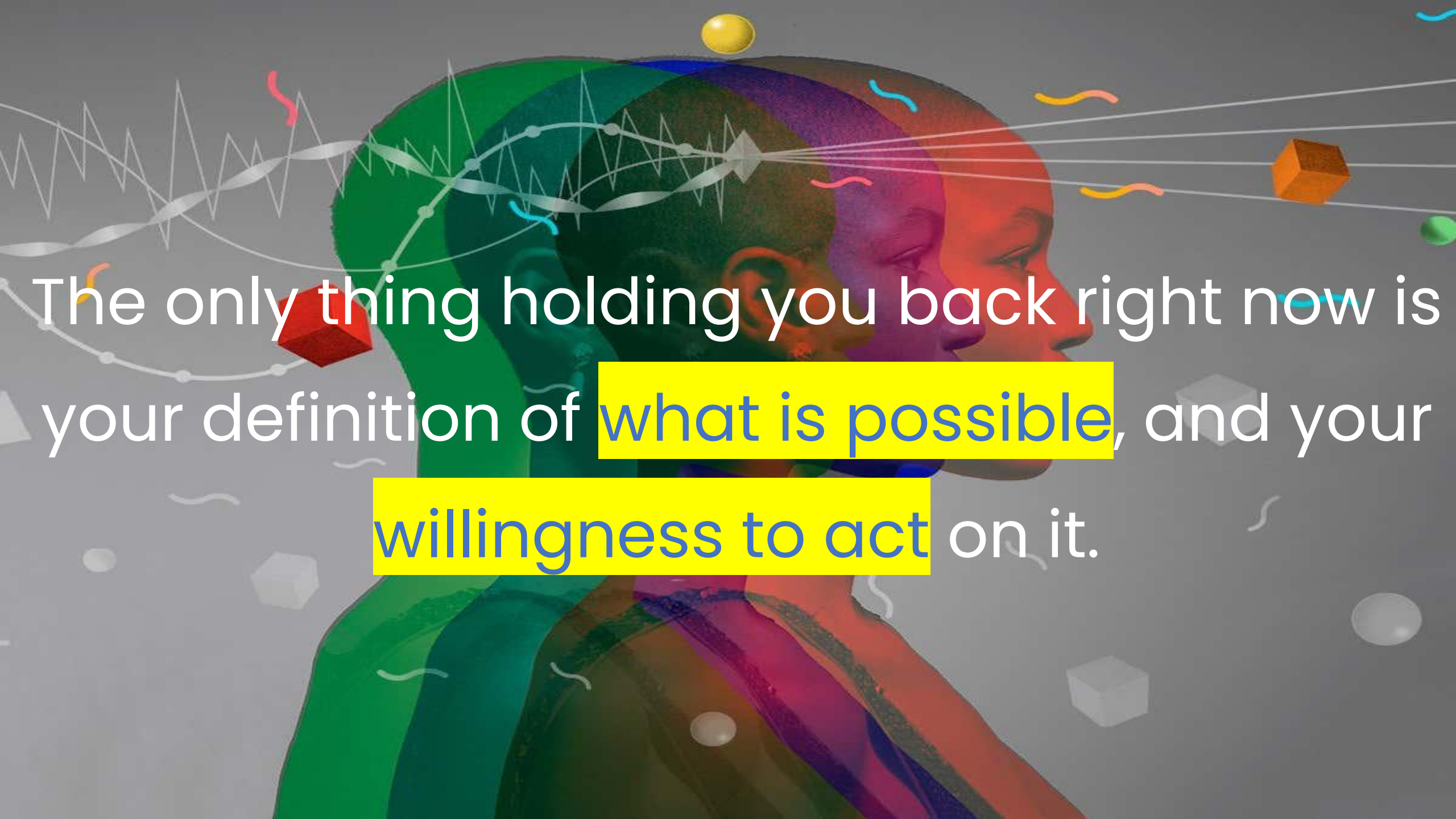
Clients holding last year's approved rate card will start losing offers in roughly three weeks. That failure is your opening, and it is easier to call before it happens

Send the rate-movement one-pager to every client who hired at the old band, and open with the offer they are about to lose rather than the data

You have 90 days...

What are you going to do
about it?





The only thing holding you back right now is
your definition of **what is possible**, and your
willingness to act on it.

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

Solo • Plus • Club • Executive Forum

The Recruitment Network

Enabling recruitment leaders to improve
performance, productivity and profitability.