



CRM Goldmine

Unlocking Revenue from the Database You
Already Own

THE QUESTION

Whose talent pool **is it?**

OWN

RENT

You already paid for
every one of these.

THE TRAP

Growth is uneven. So we buy **another tool.**

Tools are the pickaxe. Your relationships are the gold.

Tools that act

RENT

Search

Sequence

Assist

Missing layer

Everyone you already know

OWN

THE TRAP

18 to 30%

**of the LinkedIn profiles agency teams looked up
were already in their own database.**

RENT Renting people you already own.

WHAT IT MEANS FOR MARGIN

**You are renting your talent pool from
a third party. Margin is structurally
at risk.**

THE TRAP

The missing layer.

A sequence needs something worth sending.

Tools are the pickaxe. Your relationships are the gold.

Tools that act

RENT

Search

Sequence

Assist

Relationship Intelligence

Who moved, when, why it matters.

Everyone you already know

OWN

Five relationships **you already own.**

- 1** Dormant candidates
- 2** Silver medalists
- 3** Contacts who moved
- 4** People you placed,
now hiring
- 5** Fees that walked out the door

THE ASSET

Your network is your strongest asset.

1

Owned

Everything else in your stack is rented.

2

Compounding

Placed become contacts. Contacts become repeat clients.

3

Resilient

Still one call away when hiring freezes.

OWN IT OR RENT IT

Three metrics **that prove it.**

Repeat business

Placed become contacts. Contacts become repeat clients.

Track: repeat-client share of revenue

Less third-party dependency

Your ATS first. LinkedIn becomes a supplement, not a lifeline.

Track: share of placements from your ATS vs external

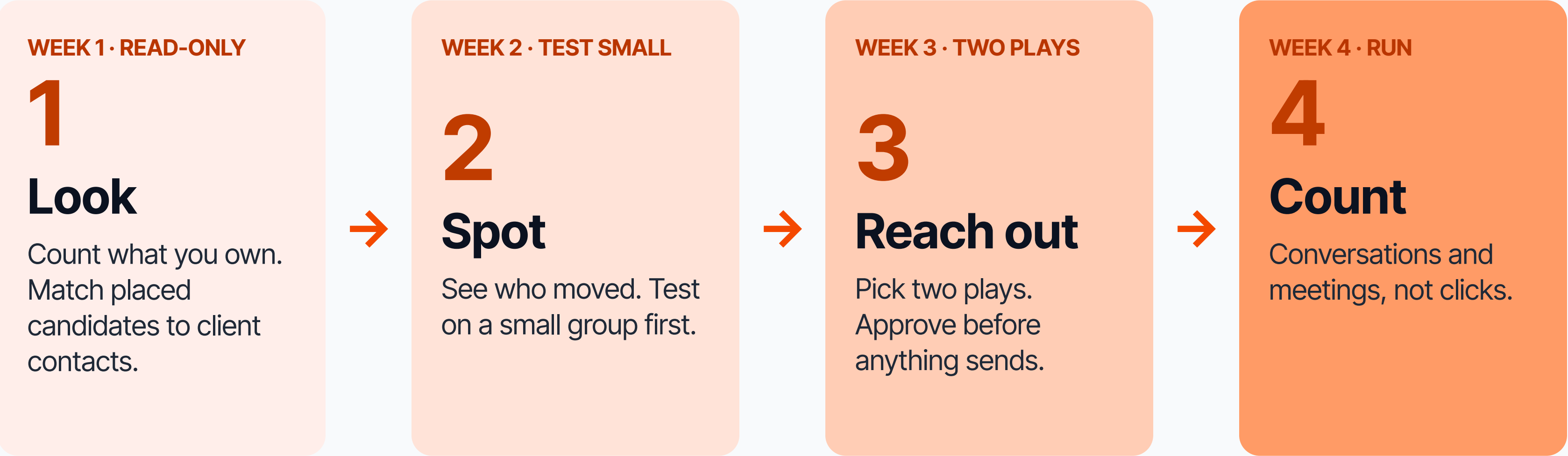
Database coverage

The more of your database you stay in touch with, the less of it goes cold.

Track: share of contacts you've spoken to in the last 12 months

Track your own. No benchmarks needed.

Four steps.



STEPS 1-2 · LOOK AND SPOT

Know where they are **now**.

KNOW WHAT YOU OWN

How many people you have

When you last spoke

Who you've placed

Former candidate now hiring = **new client**

Contact changed company =
re-engagement

Candidate hired off the books = **fee**

ILLUSTRATIVE

BEFORE

Placed in 2024 as a developer.

NOW

Head of Engineering at a company not on your client list. Moved in March.

STEP 3 • REACH OUT

Five plays. **Pick two.**

1**The
Reactivation****2****The Mover****3****The Silver
Medalist****4****The Open Door****5****The Fee Check**

Stop buying pickaxes. **Start mining the gold.**

Own your network. Don't rent it.





Thank *you.*