



# From leads to clients in 12 weeks:

## effective business development for busy recruiters

A step-by-step timeline of everything you need to do to convert leads into satisfied clients.

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## PREPARE

### WEEK 1: RESEARCH TARGET COMPANIES

- ☐ Identify your target companies
- ☐ Create a list

### WEEK 2: GET TO KNOW YOUR TARGETS

- ☐ What are their challenges?
- ☐ How can you help them?
- ☐ What is their budget?

### WEEK 3: BUILD YOUR BRAND

- ☐ Create a one page document on the problem you solve
- ☐ Update your LinkedIn company page
- ☐ Refresh banner
- ☐ Add in direct CTA
- ☐ Add a testimonials section
- ☐ Create a social post calendar that includes:
  - ☐ Insightful advice
  - ☐ Behind-the-scenes of what it's like to work with you
  - ☐ Address client pain points
  - ☐ Give your expert opinion

### WEEK 4: PREPARE SALES COLLATERAL

- ☐ Case studies
- ☐ Value statement
- ☐ Pitch decks

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## OUTREACH

### WEEK 1: CREATE TAILORED, PERSONALISED MESSAGING FOR YOUR SPECIFIC TARGETS

- ☐ Reference their name, responsibilities, latest posts or industry news
- ☐ Include a video or photograph

### WEEK 2: EXECUTE OUTREACH

- ☐ Keep track of your outreach in your CRM

### WEEK 3: FOLLOW UP WITH LEADS

### WEEK 4: ARRANGE PITCH CALLS

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## PITCH & CLOSE

### WEEK 1: PREPARE TO PITCH

### WEEK 2: SALES CALL

- ☐ Use the opportunity to take a tight brief
- ☐ Establish expectations

### WEEK 3: POST SALES CALL OUTREACH

### WEEK 4: CLOSE!