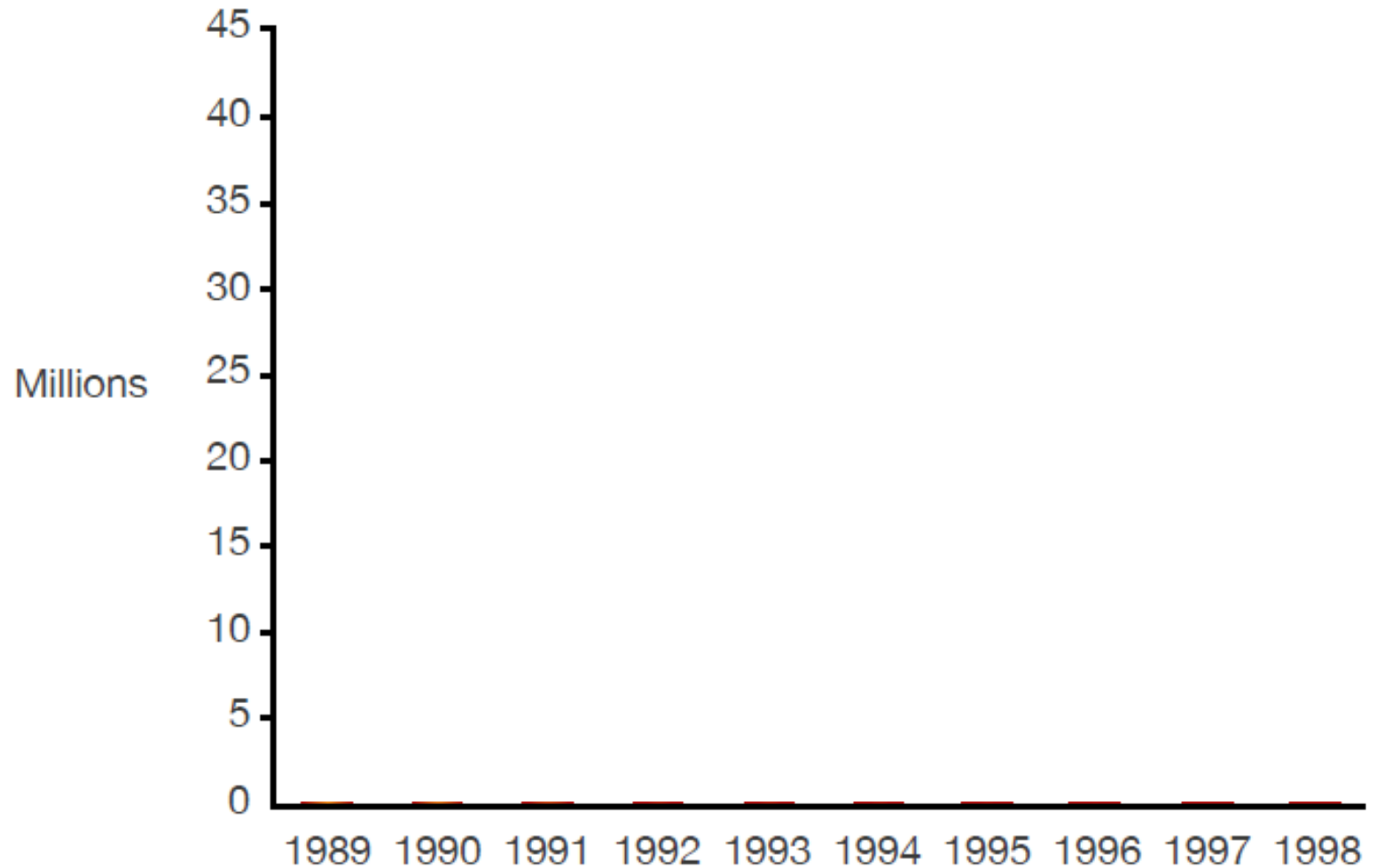


yes not sure ?
maybe undecided ?
don't know perhaps no ?
unc

Tactical &
Strategic BD

What Strategic BD can do



Strategic vs Tactical BD

Tactical

- **Transactional: win revenue**
- Timing is crucial
- Short timespan
- Recruiter sells themselves
- Fewer touch points
- Volume activity: more targets
- Usually wins smaller value clients

Strategic

- **Relationship: win clients**
- Timing is irrelevant
- Longer timespan
- Recruiter sells a product
- More touch points
- Focused activity: less targets
- Aimed at higher value clients.

Pros and Cons of Tactical BD

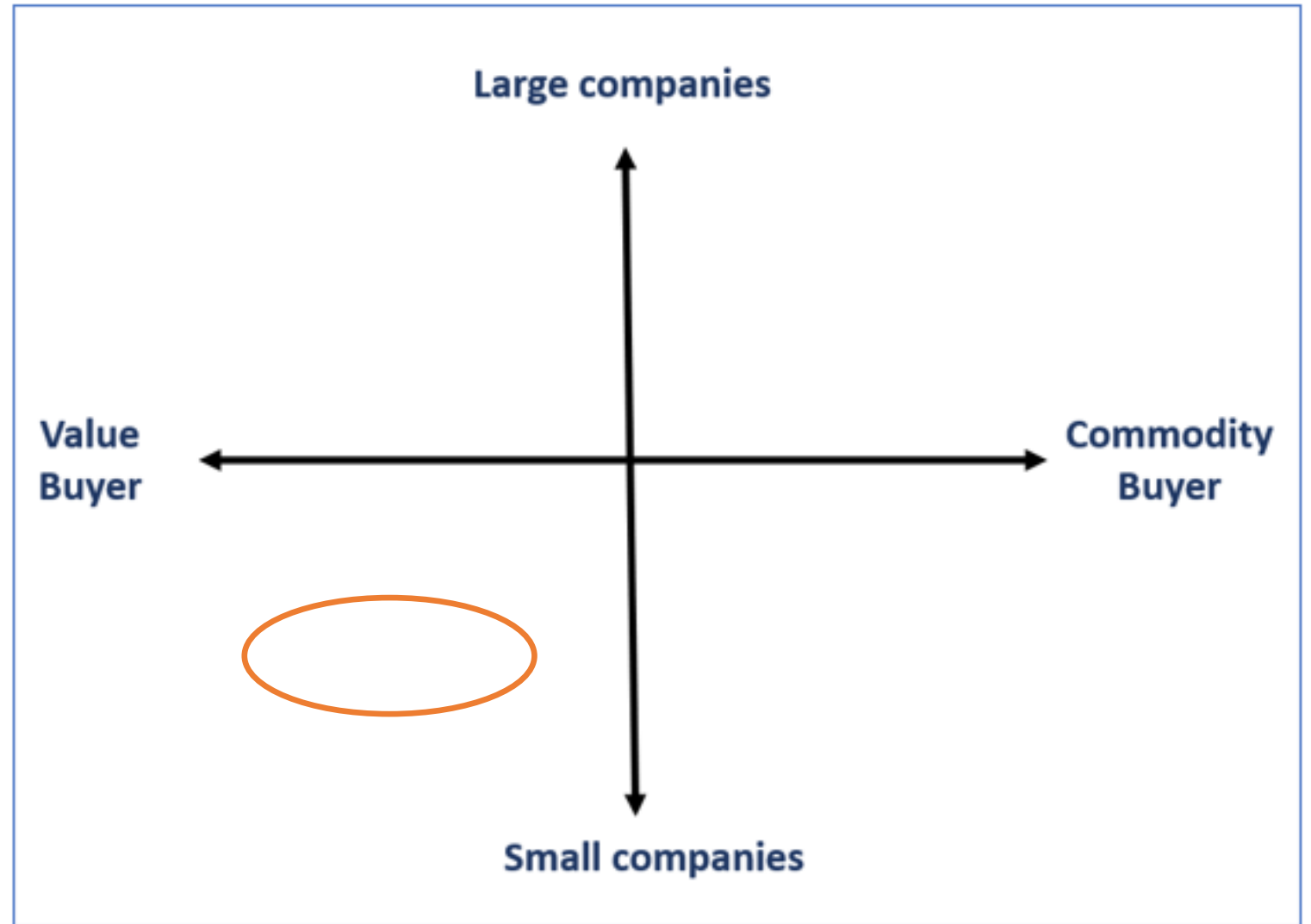
- ✓ **Generates revenue when you need it**
- ✗ Works best in candidate short markets
- ✗ Creates feast or famine for 360s
- ✗ Requires high skill and confidence levels
- ✗ Very time consuming
- ✗ Demoralising for consultants
- ✗ Gets poorer quality vacancies
- ✗ Most recruiters need to do it, many can't.

A man and a woman are sitting at a table in a meeting. The man, on the left, is wearing a pink polo shirt and glasses, smiling and pointing his finger. The woman, on the right, is wearing a dark blue shirt and glasses, smiling and looking at the man. They are in a room with a window in the background.

Pros and Cons of Strategic BD

- ✓ Reliable way to win high value clients
- ✓ One person can feed a team
- ✓ Works in any market
- ✗ Takes longer to win a client
- ✗ Requires specific tools
- ✗ Needs a strong product
- ✗ Good organisation and discipline
- ✗ Requires a long-term mentality.

High Value Clients



What does a high-value client look like?

1. They make filling vacancies easy
2. Becoming an official supplier is simple
3. Their terms of business are fair
4. They have vacancies you can fill
5. Open to exclusive or retained work
6. Their annual recruitment spend is attractive
7. The decision-maker/hirers welcome building a strong relationship with you.



Strategic BD - Flowchart





Strategic BD in 5 Steps

1. Specify your Ideal Client Profile
2. Build a Sales Deck
3. Decide on your Conversation Starter
4. Implement a Relationship Pipeline
5. Execute.