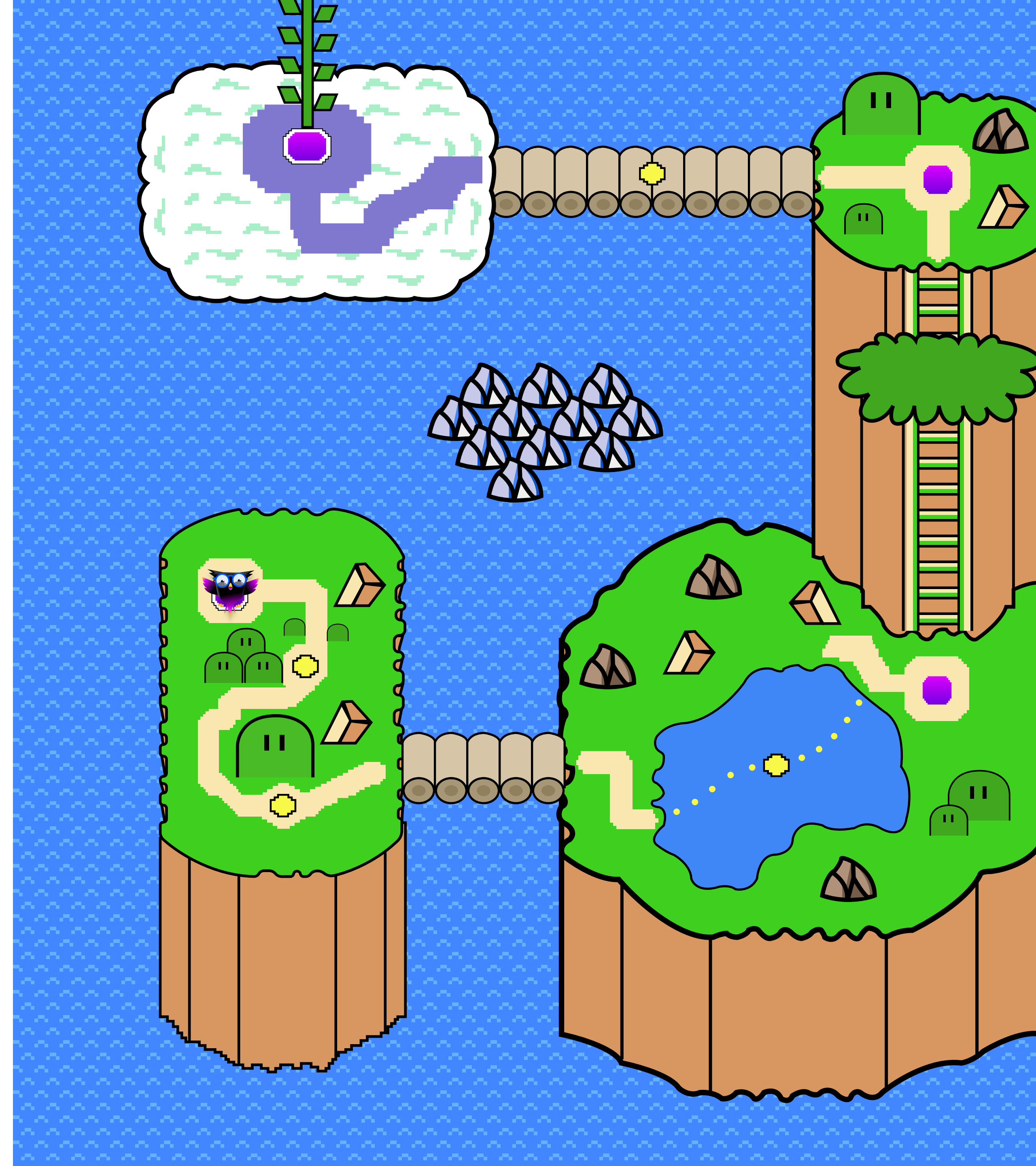
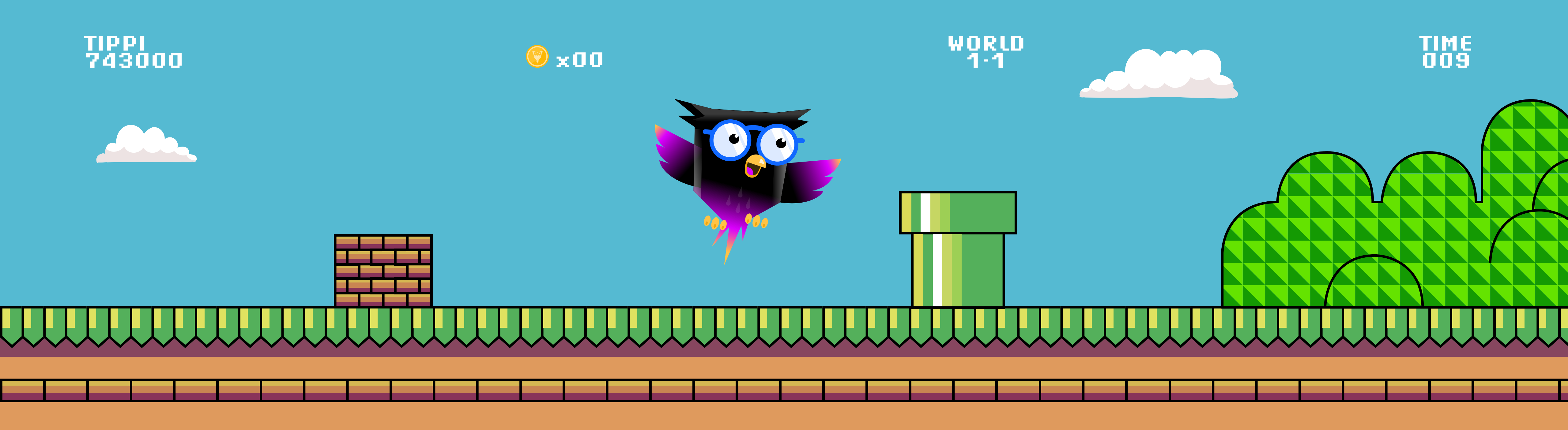


LEVEL 01

Account-Based Prospecting for Recruiters





It’s time to level up your prospecting...

Simply being adept at finding candidates is no longer sufficient for recruiters. Many are now tasked with the crucial responsibility of growing their business — a complex endeavor, especially for those unfamiliar with sales, business development, and prospecting. Proactive business development is paramount, but how can recruiters achieve this without getting entangled in outdated processes and juggling numerous disparate tools?

Consider this guide Account-Based Prospecting 101 — with it, you’ll be on your way to systematically acquiring more clients.

What is ABP?	01
Defining ICP	02
Outreach	03
Measuring success	04

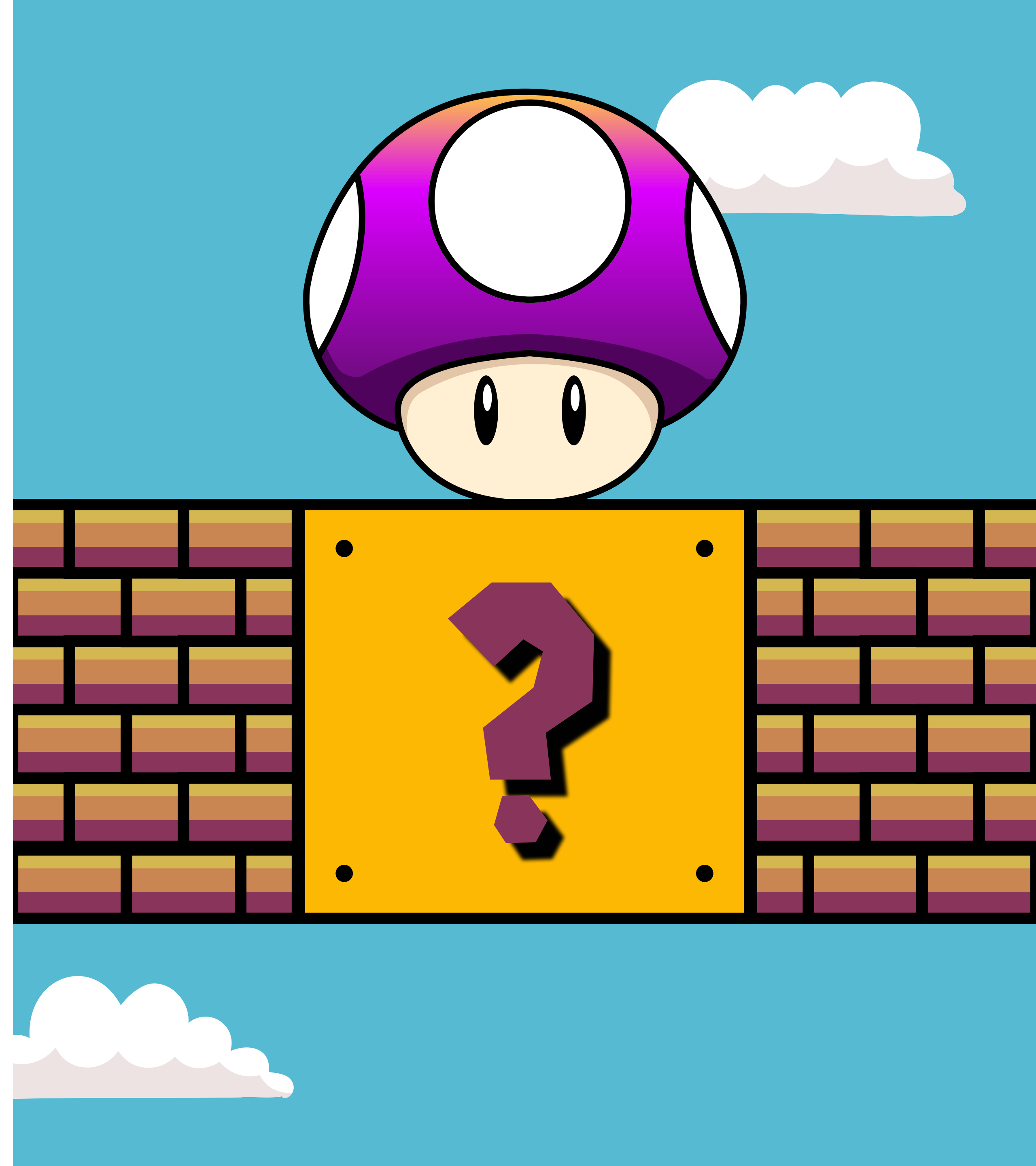


What even *is* Account-Based Prospecting?

Your first big takeaway? Account-Based Prospecting is all about **the Who**. (Not the 60s rock band, although we love them, too.)

At its heart, the account-based approach begins with a fundamental question: ***Who* do I want to attract, acquire, and ultimately do business with?**

Unlike traditional methods that might focus on matching a single candidate to an immediate job opening, ABP takes a zoomed-out view. It involves proactively identifying the entire universe of potential accounts — companies — that align with your desired client profile.





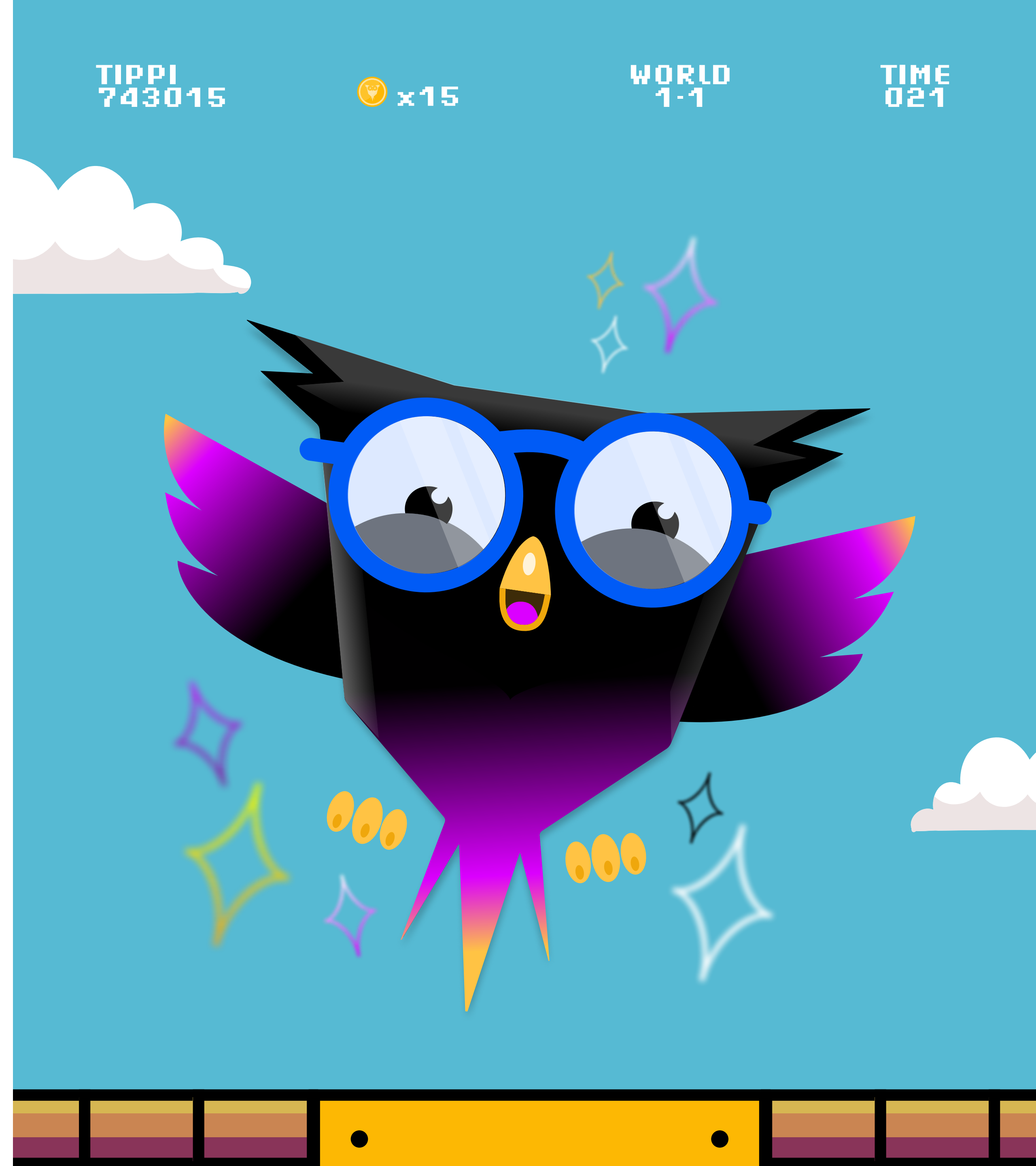
This involves crafting a defined list of companies you genuinely want to work with. This list isn't about every company under the sun; rather, it's about identifying those that fit specific criteria, such as:

Niches: Are they in a particular industry or sector?

Regions: Do they operate within a specific geographical area?

Size: Do they have a certain number of employees or revenue?

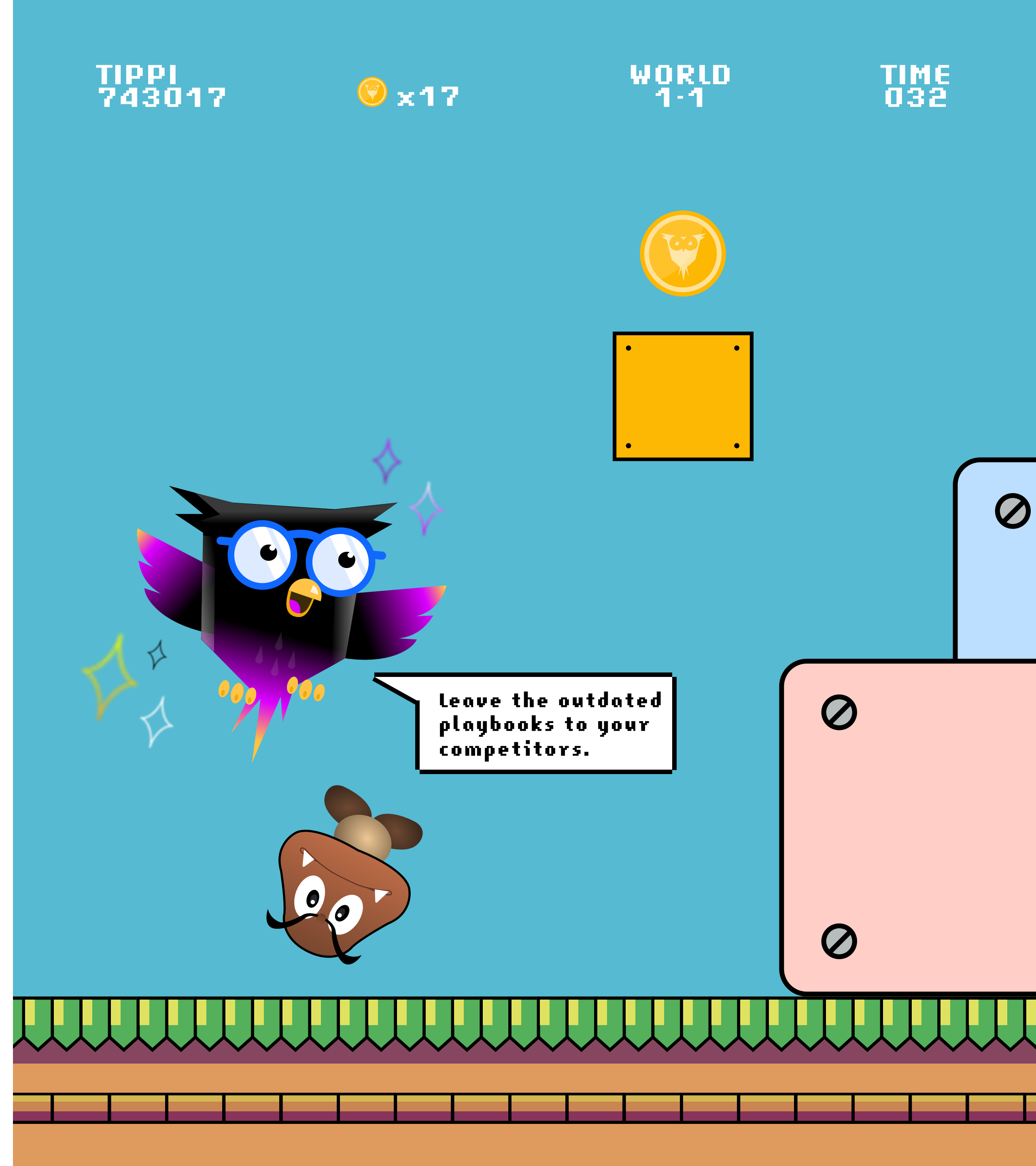
By proactively identifying these accounts, recruiters can move beyond a reactive stance, where they wait for job openings to appear, and instead strategically engage with companies that are the right fit for their services. This approach applies to both new prospects and existing clients with whom you wish to deepen your engagement.



Moving beyond the MPC approach for business development

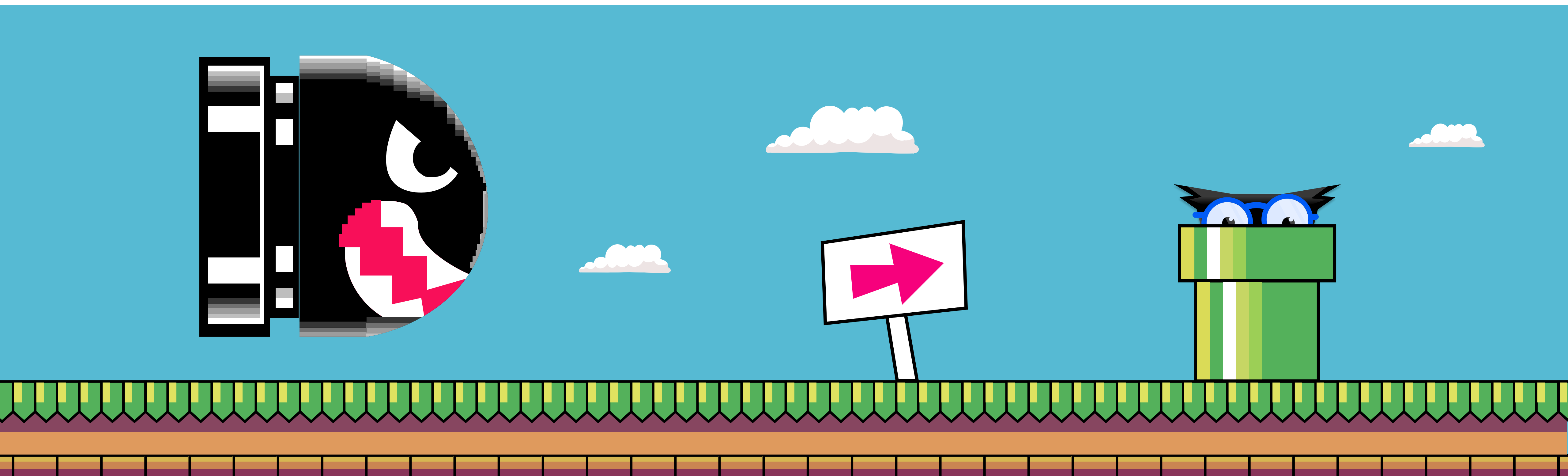
The MPC (Most Placeable Candidate) or spec CV approach has long been a common strategy for recruiters to grow their business. While it offers the advantage of communicating immediate relevance by presenting a candidate who matches an existing hiring need, it also has potential drawbacks when relied upon exclusively for business development:

- **Reactive nature:** The MPC approach is inherently reactive, often triggered by an advertised job opening. This means recruiters are constantly trying to get in "just in time" with a suitable candidate.
- **Tied to candidate availability:** The recruiter's value is directly linked to the availability of a relevant MPC. If you don't have the "perfect" candidate at the exact moment a need arises, your leverage diminishes.
- **Limited control over the narrative:** With MPC, the focus is on the candidate, not necessarily the recruiter's unique expertise or service.



Account-Based Prospecting, on the other hand, allows recruiters to control more of the narrative. You are pitching your service, your unique knowledge, skillset, and expertise. This approach emphasizes developing relationships proactively, providing value, and becoming a trusted resource before a specific hiring need arises.

The goal is to be "on the first list" — meaning, when a company finally has a talent pain point, you are top of mind. By consistently demonstrating your value, credibility, and expertise in your niche, you become the go-to person, rather than just one of many agencies that might pop up in a quick search.





Defining your Ideal Client Profile (ICP)

Defining your ICP is a crucial first step in account-based prospecting — and it doesn't have to be complicated. Here's a simplified approach:

01

Analyze historical data (or your preferences)

For experienced recruiters: Start by looking at your past year or two of business.

- Are there specific niches where you've consistently performed well?
- Which clients did you genuinely enjoy working with?
- Which engagements led to repeat business or further growth?

For new recruiters: Consider your interests and areas where you want to develop expertise — as well as the current market.



02

Identify your sweet spot

Industry: Are there one or two industries where your knowledge or network is particularly strong?

Job functions/roles: Do you specialize in placing specific types of professionals (e.g., engineers, accountants, nurse practitioners)?

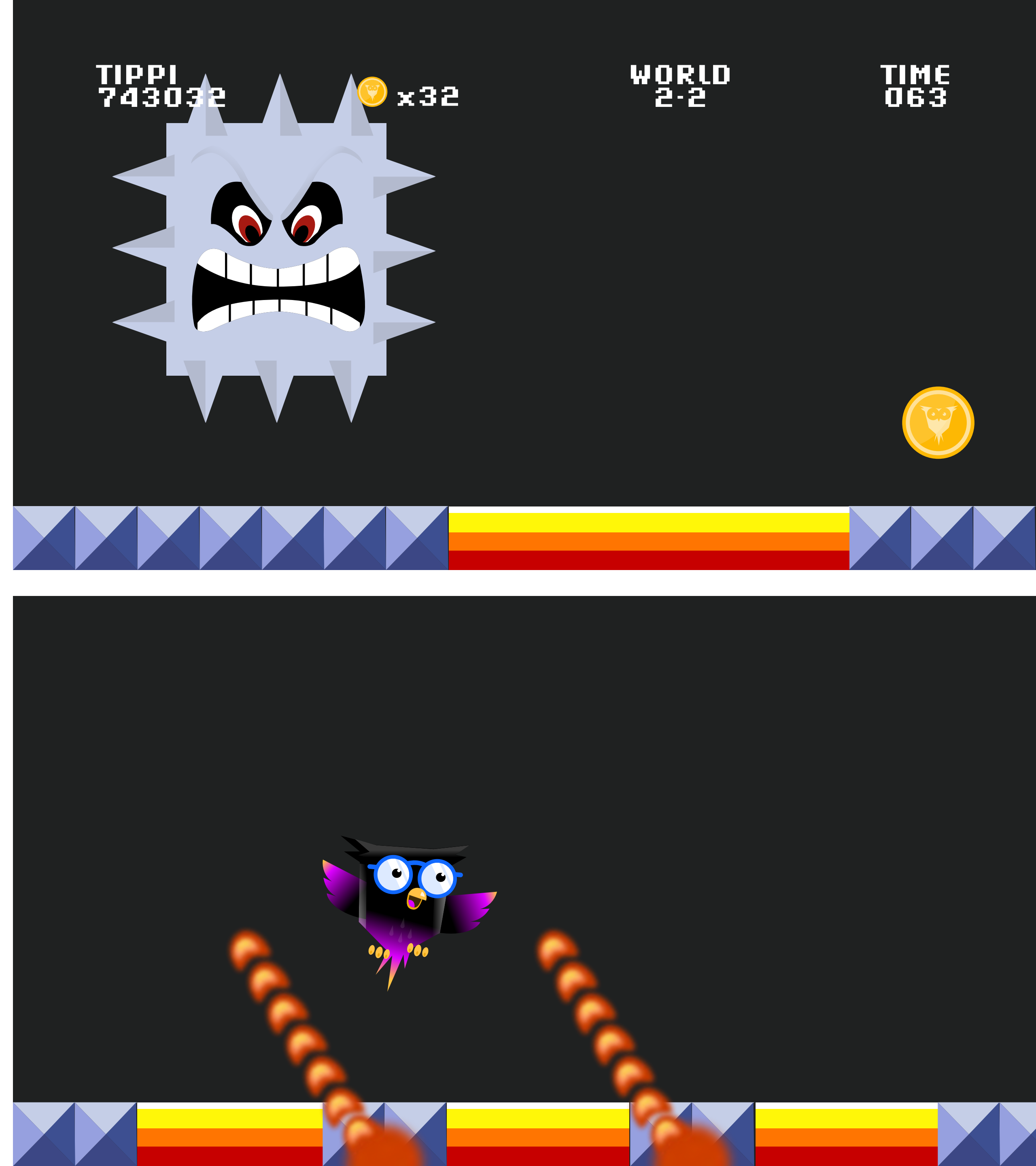
Geographic region: Are you constrained to a city, state, country, or continent?

Company size/maturity: Do you prefer working with early-stage startups, mid-sized growth companies, or large Fortune 100 organizations? This can be defined by employee count, revenue, or stage of development.

Consider market opportunity: While your preferences are important, also be mindful of the current market landscape. Is the industry you're targeting booming or shrinking? This can influence your strategy and potential for success.

Want more tips on niching down?

[This case study](#) is a great place to start.





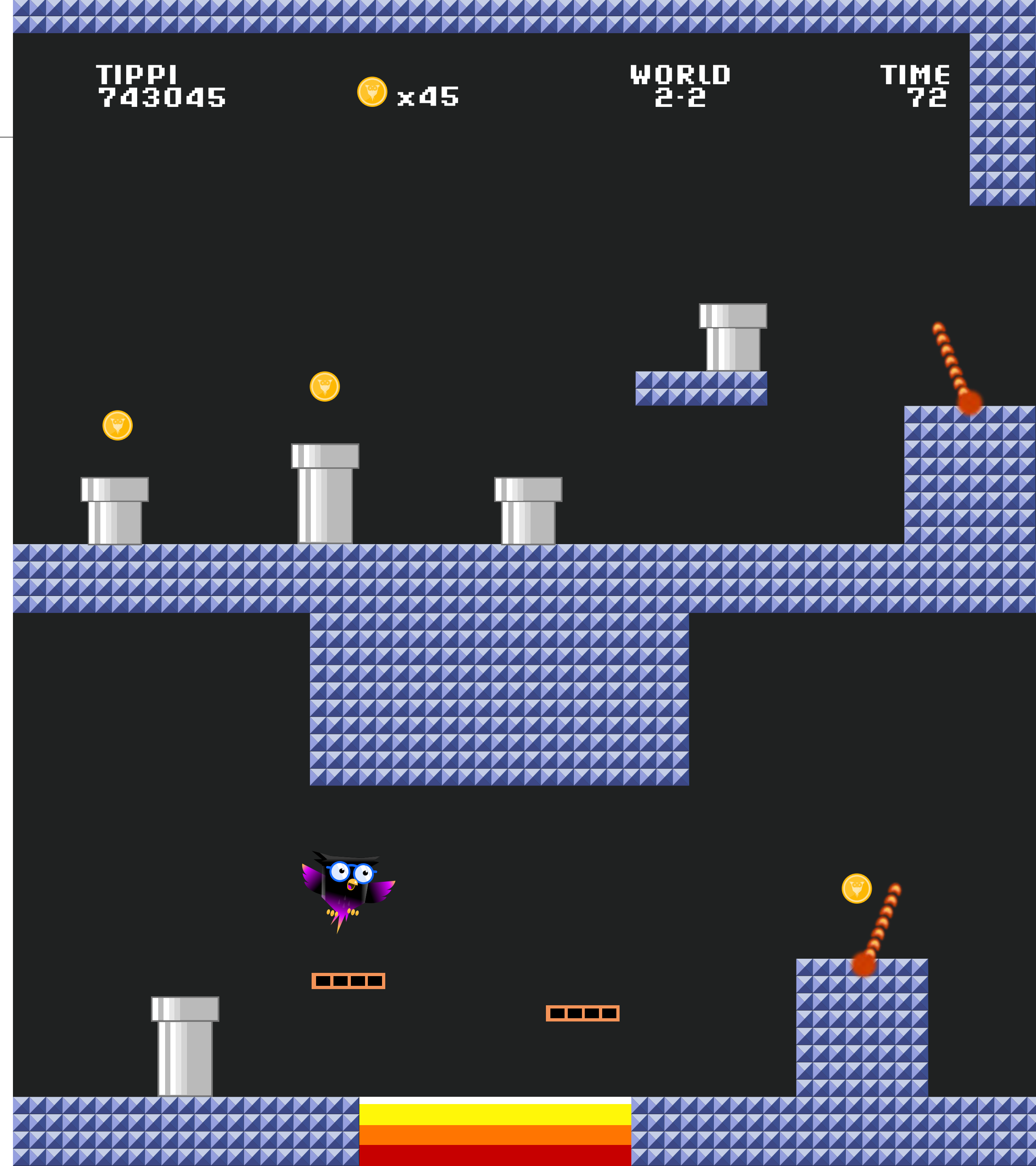
PRO TIP

Leverage AI to hone in on your ICP

If you're struggling to define your ICP or lack extensive data, AI tools like Gemini, ChatGPT, Claude, etc. can be invaluable.

- **Brain dump & refine:** Input all the information you have about your ideal clients, even if it's anecdotal. Ask the AI to identify patterns, suggest missing criteria, or help structure your ICP.
- **Market research:** Use AI to research current hiring trends, identify surging industries, or pinpoint specific sub-sectors within broader fields that are experiencing significant growth.

Remember, the goal is not to be so niche that you limit your opportunities, but rather to be *focused enough* to ensure your outreach is highly relevant.

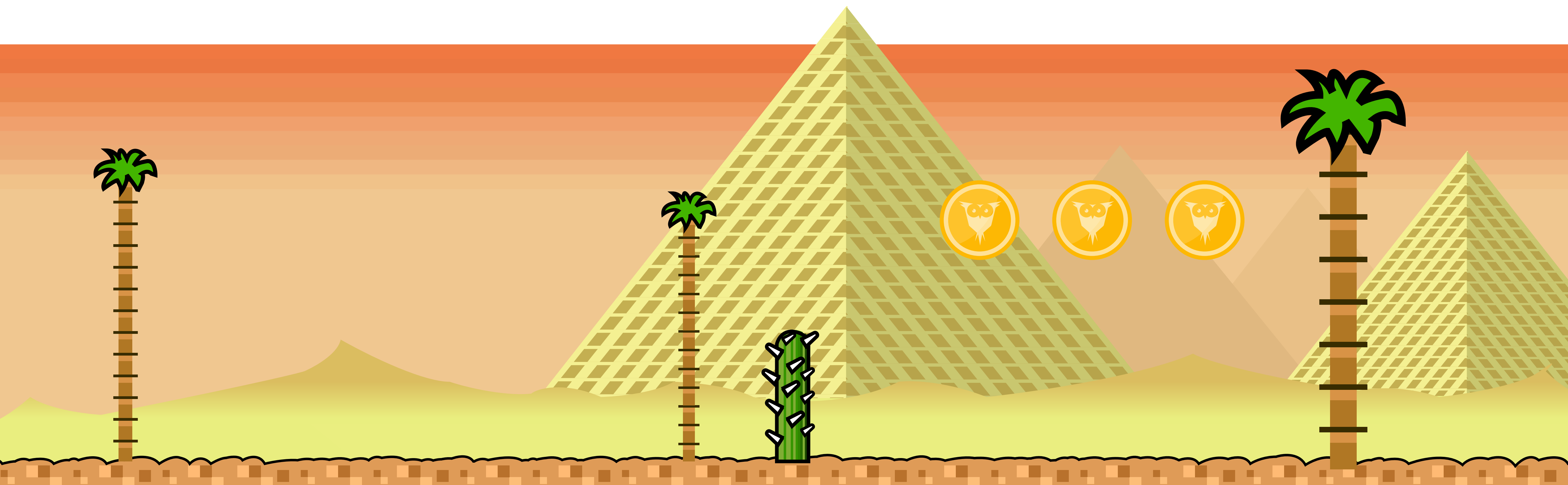




Conducting strategic outreach

Once your ICP is defined, the next step is to initiate outreach.

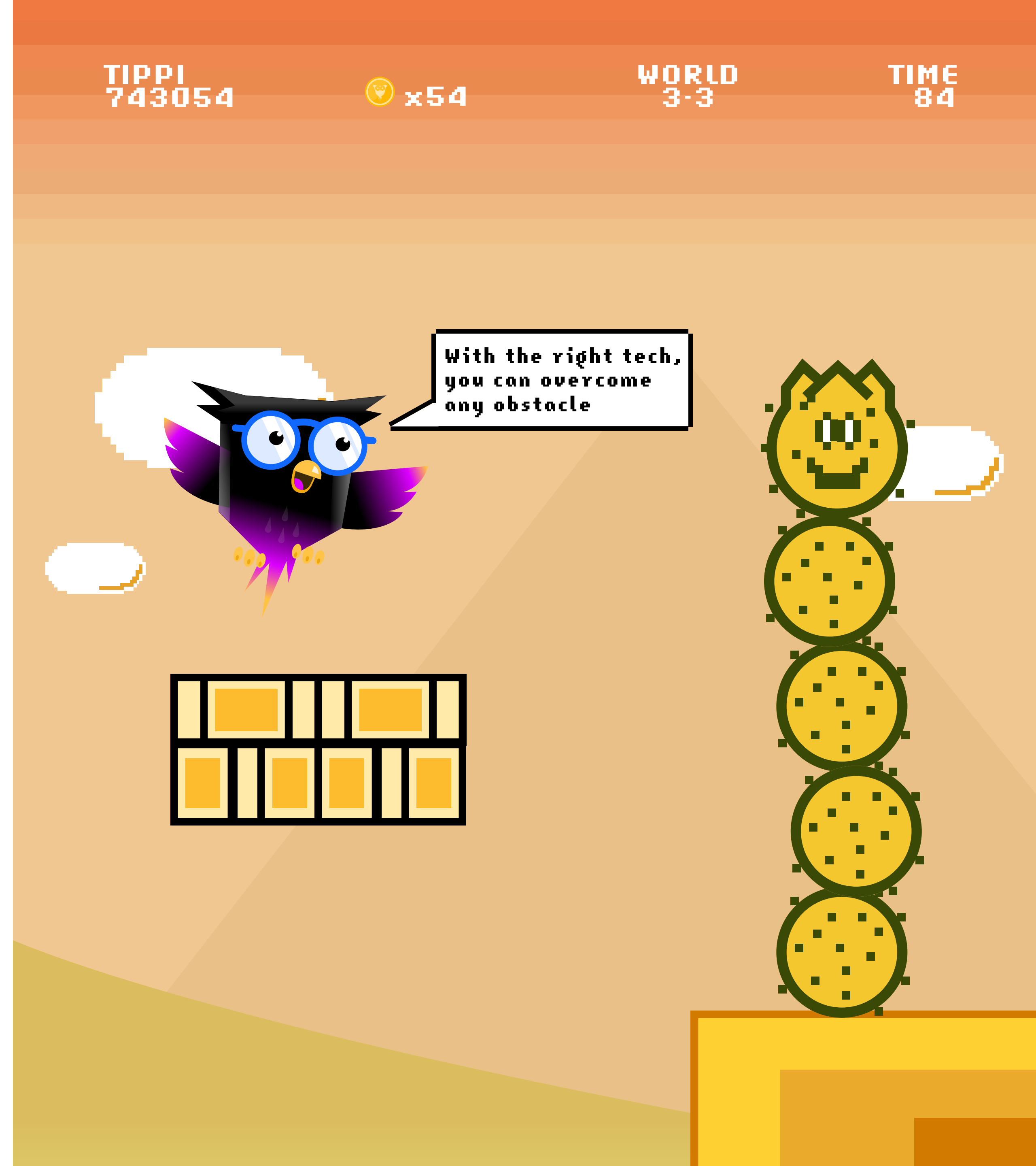
Here's the subtle plug you knew was coming: An integrated tool that combines account-based prospecting with outreach capabilities is a significant advantage, allowing for a seamless workflow. **Wink wink**





Leverage tools like Loxo for intentional and effective outreach

- 1. Identify decision-makers:** Within your chosen ICP, use the platform to pinpoint relevant decision-makers. Loxo's AI can identify key roles (e.g., "Head of Finance," "VP of Sales") within the target companies and bring those results to the top of your list.
- 2. Access contact data:** Get access to reliable contact information — particularly work or personal emails and phone numbers.
- 3. Automate outreach campaigns:** Add identified decision-makers to tailored outreach campaigns. The key here is to stop relying on a "spray and pray" approach and instead opt for a highly targeted and personalized one. Not sure where to start? We've got a ton of resources on bizdev outreach here.





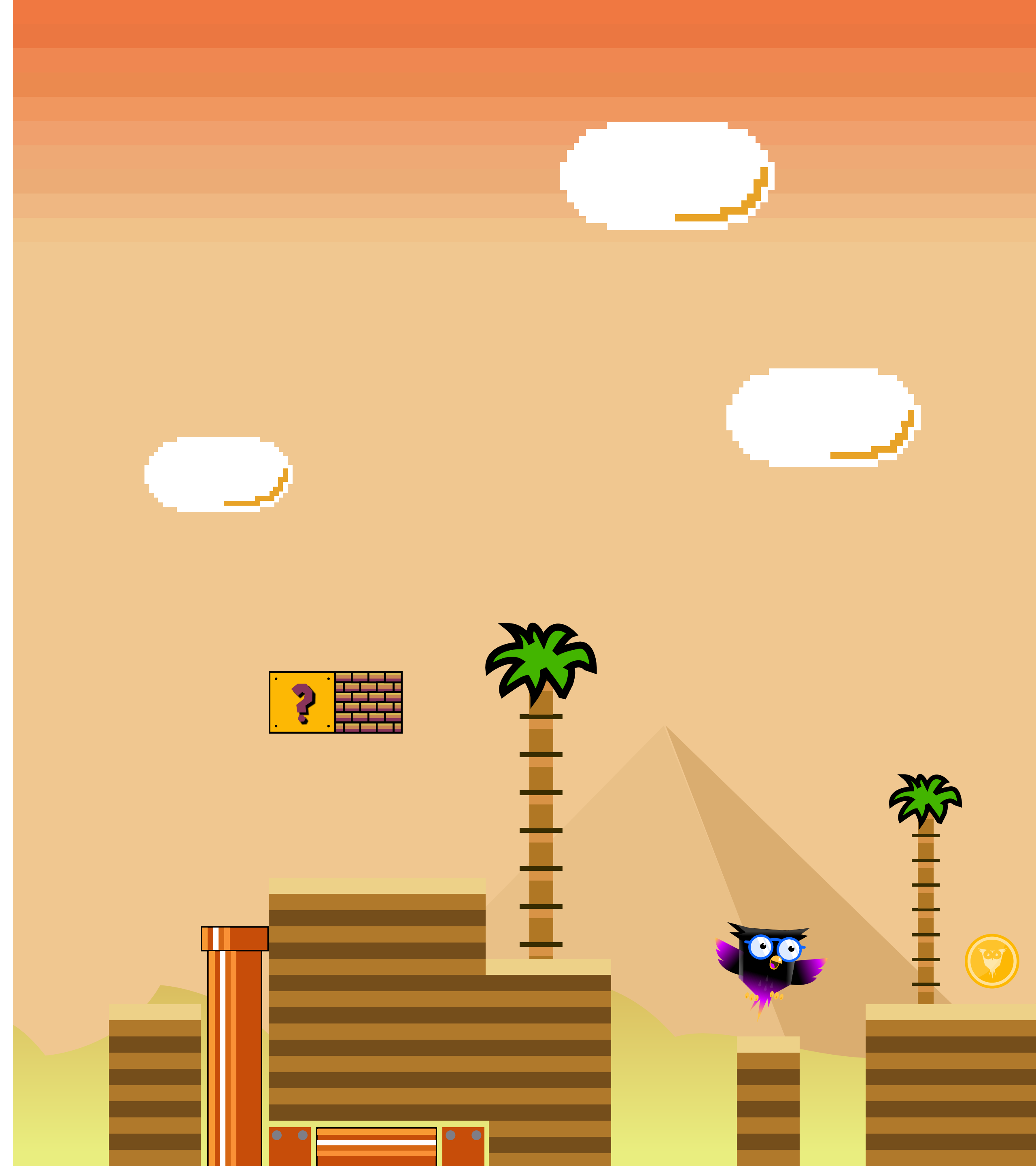
Crafting relevant outreach messages

The core principle of effective outreach remains relevance. If you could just wake up every morning and recite “*Relevance, relevance, relevance,*” to yourself in the mirror, you’ll be off to a great start.

What does this really mean, though? **Your message should resonate with the recipient's potential needs and challenges.**

While general outreach best practices apply, the specific nuances of client outreach differ from candidate outreach:

- **Candidate focus:** Candidates generally seek better compensation, work-life balance, career growth, or location.
- **Client focus:** Prospects are primarily concerned with saving time, making more money, or saving money. Your messages should subtly or directly address these business outcomes.

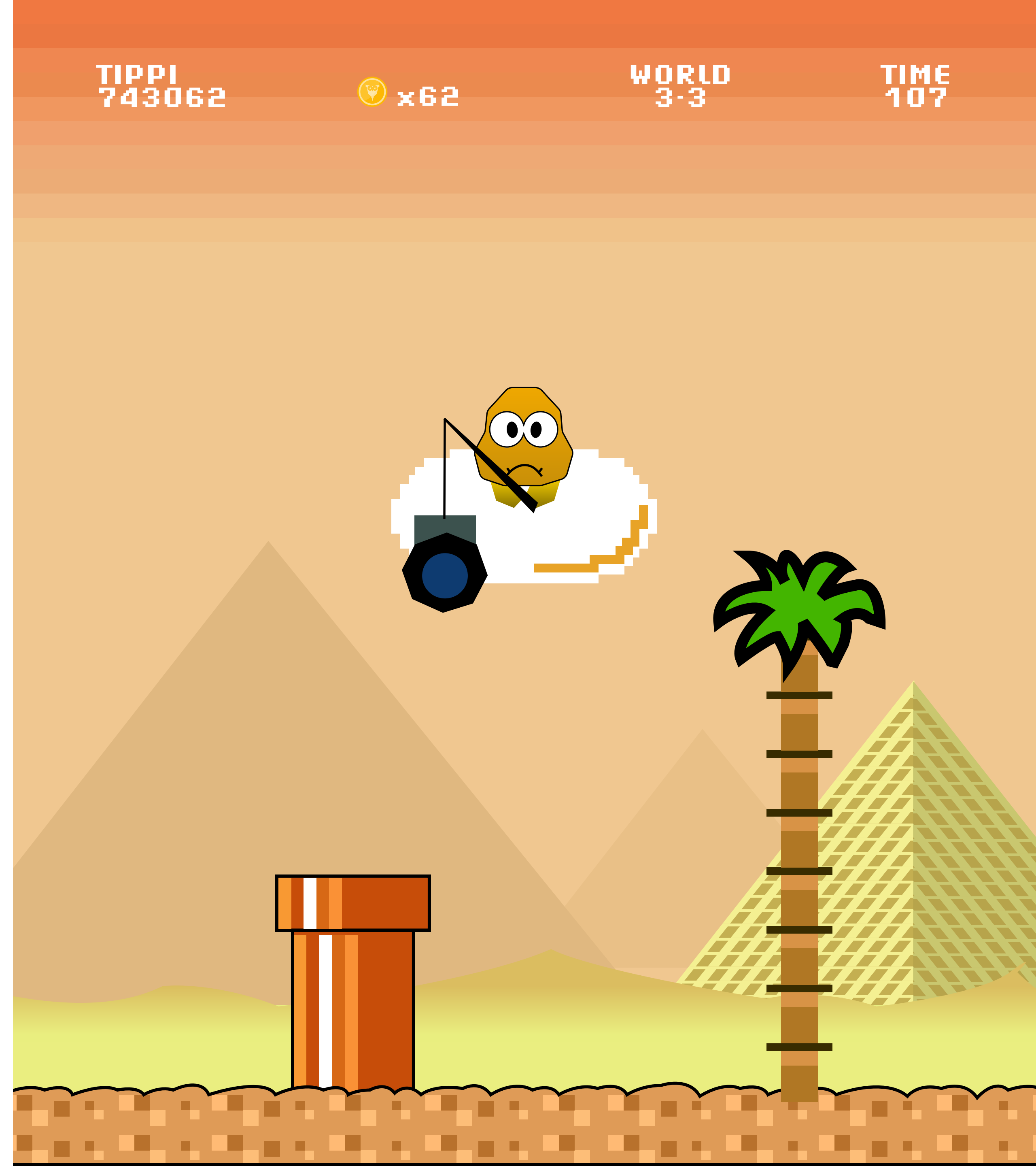




The goal is to demonstrate trust and credibility *before* the client has an immediate hiring need. This involves:

- **Sharing unique knowledge & insights:** What are your specialties? What industry trends or insights can you share that are relevant to your ICP?
- **Providing value:** Offer actionable advice, highlight emerging roles, discuss skills in demand, or mention relevant conferences. Position yourself as a thought leader in their space.
- **Focusing on pain points:** While not immediately pitching jobs, frame your communications around the common challenges your ICP faces (e.g., difficulty filling niche roles, talent shortages, impact of hiring on business growth or efficiency). Recruiters help save time and money, and help businesses make more money. Align your value proposition with these core pains.
- **Build an omnichannel, multi-step nurture sequence:** This isn't about a single email. Develop a series of communications that span different channels (email, text, even in-person visits if appropriate) over an extended period (e.g., a quarter or two).
- **Personalize and add your personality:** While automation is helpful, the content should feel human. Lean into your unique personality and communication style. Recruiters excel at building relationships and engaging in conversations — this is your chance to shine.

[View our complete guide to email deliverability here](#)

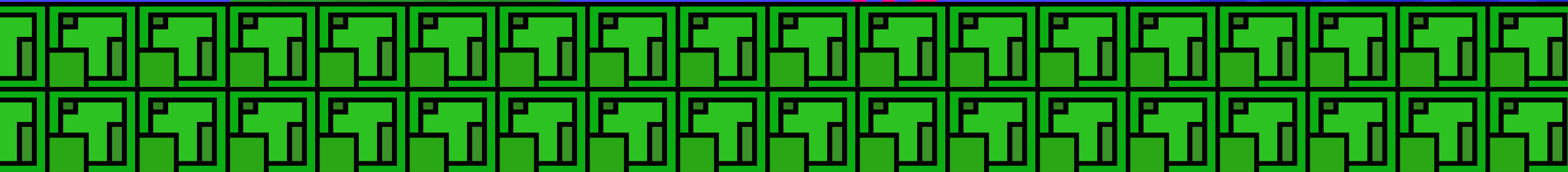


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The Talent Intelligence Platform

Quick wins and sustainable client acquisition

Okay, you've learned a lot so far — and I'm guessing you're eager to start applying that knowledge and making big things happen. So...Want to get started today? Like, *right this second*?

To build momentum and lay the groundwork for a long-term, sustainable client acquisition strategy with account-based prospecting, focus on these initial areas:

1. Refine your ICP
2. Leverage your unique insights
3. Demonstrate expertise
4. Set clear goals



01

Refine your ICP

- **For experienced recruiters:** Identify your top 10 most successful or enjoyable clients. What similarities do they share in terms of industry, size, company maturity, and roles you filled?
- **For new recruiters:** Based on your interests and desired areas of expertise, identify 10 potential target prospects that align with your vision.
- **"Who" first:** Remember, always start with identifying your "who," as this dictates your messaging, communication channels, and overall strategy.

02

Leverage your unique insights

- **Anonymized case studies:** Share anonymized insights and learnings from your work with similar clients to build credibility and trust.

For example: *"I recently worked with a hospital 50 miles from you that was struggling with [specific hiring challenge]. We discussed [insights] and helped them with [solution]."*





03

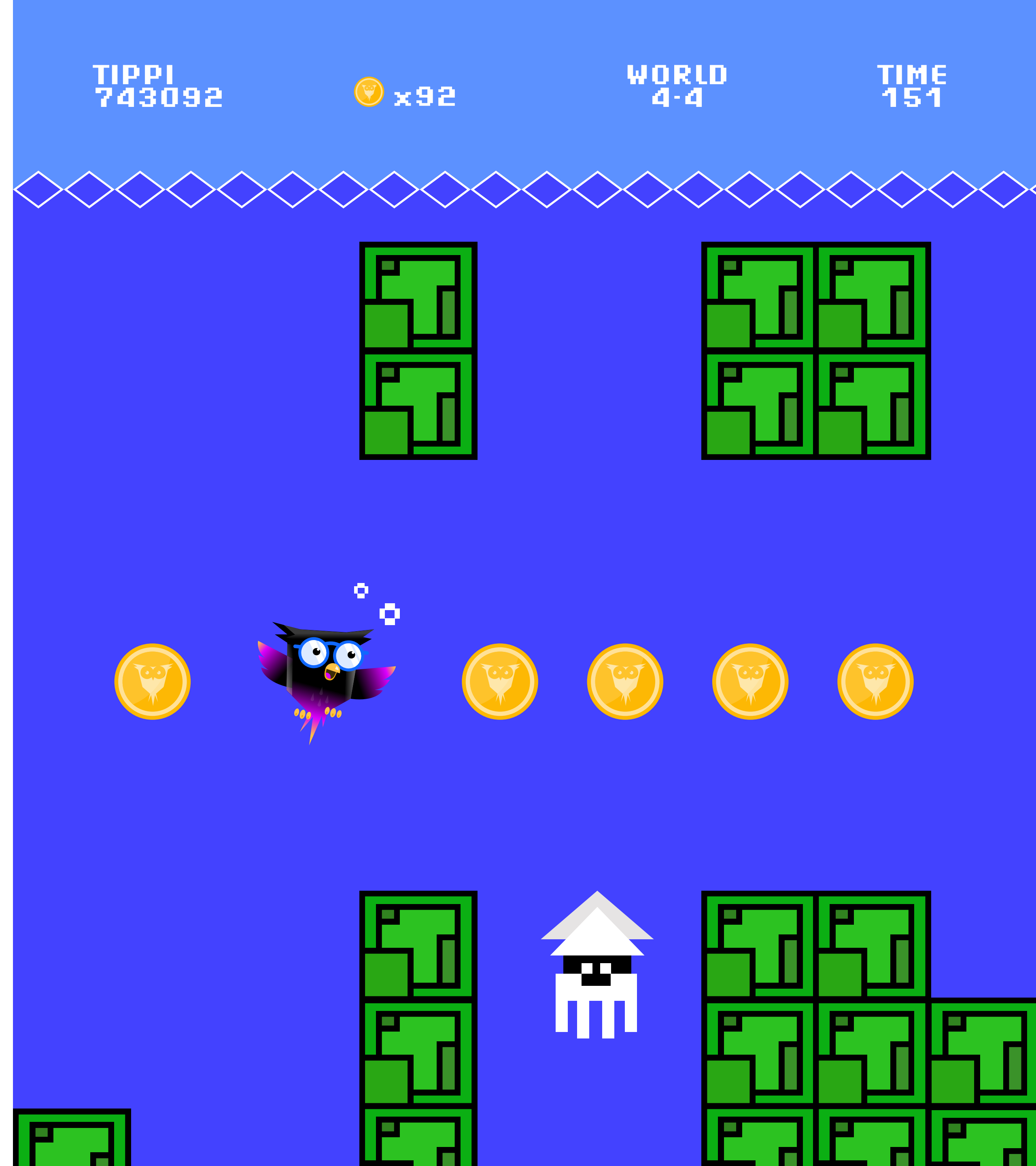
Demonstrate expertise

Position yourself as a subject matter expert in your niche. Your value is you, your knowledge, and your ability to solve their talent problems.

04

Set clear goals

- **Define outreach volume:** Set realistic targets for outreach, such as identifying 100 prospective accounts to reach out to over a month.
- **Focus on conversations:** Initially, the goal isn't immediate job orders, but rather to initiate conversations and build relationships. Aim for a certain number of meaningful conversations per week.
- **Build the "first list":** The primary objective is to get your agency on the prospect's mental "shortlist" for when a need arises.



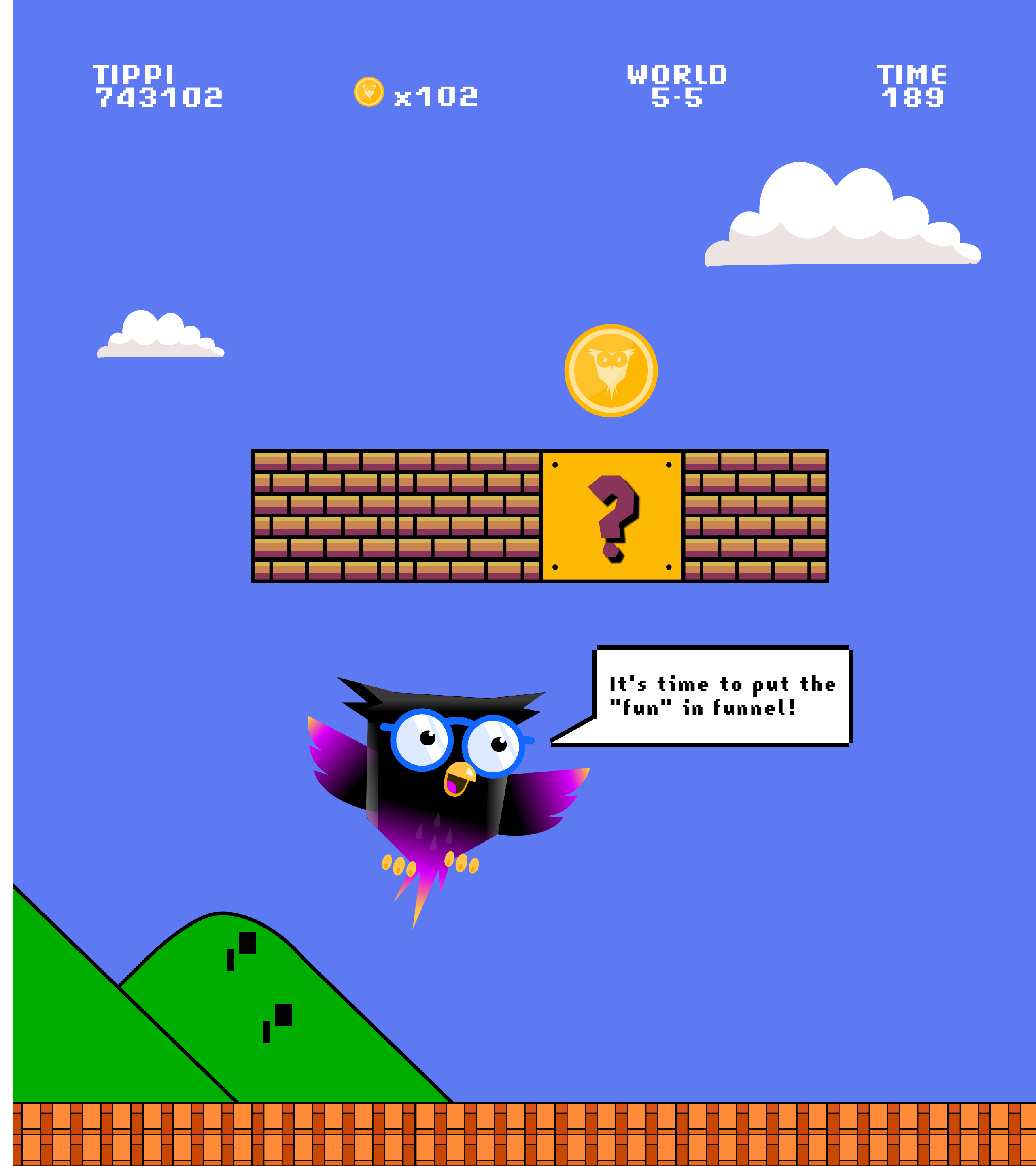


Measuring success: Your business development funnel

While increasing the number of new clients signed is the ultimate goal, tracking intermediate metrics is crucial for understanding the effectiveness of your efforts. It's how you see where your process is locked in... *and* where you need to do some fine-tuning.

Think of the process like a funnel:

- **Unaware:** You know this prospect exists, but they are not yet aware of you.
- **Aware:** They know you exist (e.g., they've visited your website, opened an email, clicked an ad).
- **Interested:** They have signaled active interest (e.g., opted into your newsletter, attended a webinar you hosted).
- **Considering:** They have expressed active interest in learning more about your services (e.g., emailed you, called you, requested more information).
- **Selecting:** They are actively evaluating your services (e.g., you've sent them a proposal or contract).
- **Customer:** *Ta-da!* They are now a client.





So... How long will it take for me to start winning?

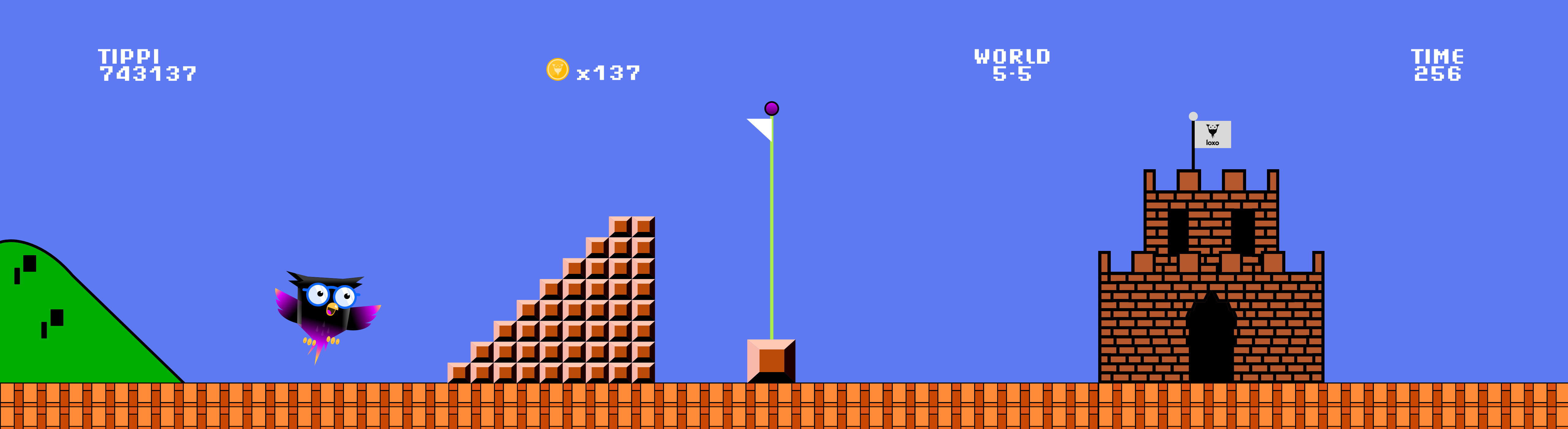
Ah, the million-dollar question.

Here's where I remind you that account-based prospecting is a *proactive* strategy that takes time to yield significant results. The goal is to slowly but surely move clients through this funnel.

- **Initial traction:** It's unlikely to see major shifts in client acquisition in a week or two.
- **Meaningful increases:** Expect to see meaningful increases in awareness, interest, and consideration over a few quarters. This is because you are building trust and familiarity, which requires consistent effort and repetition of your message.

Think of it like rolling a snowball down a hill; it starts small but can grow into an avalanche over time. The consistent, incremental efforts of providing value and nurturing relationships will eventually lead to strong client relationships and sustainable business growth.





Consider your prospecting *powered-up*

Hopefully by now you see the value in an account-based prospecting strategy — and how it empowers recruiters to shift from a reactive to a proactive mindset. In this modern age we live in, that’s the name of the game.

By defining your ICP, leveraging integrated tools for targeted outreach, and consistently providing value, you can build trust, establish your expertise, and ultimately secure a steady stream of high-quality client engagements.

Sounds like a win, right?

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Ready to get started with ABP?

**LEARN MORE ABOUT LOXO'S
PRODUCT HERE.**

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