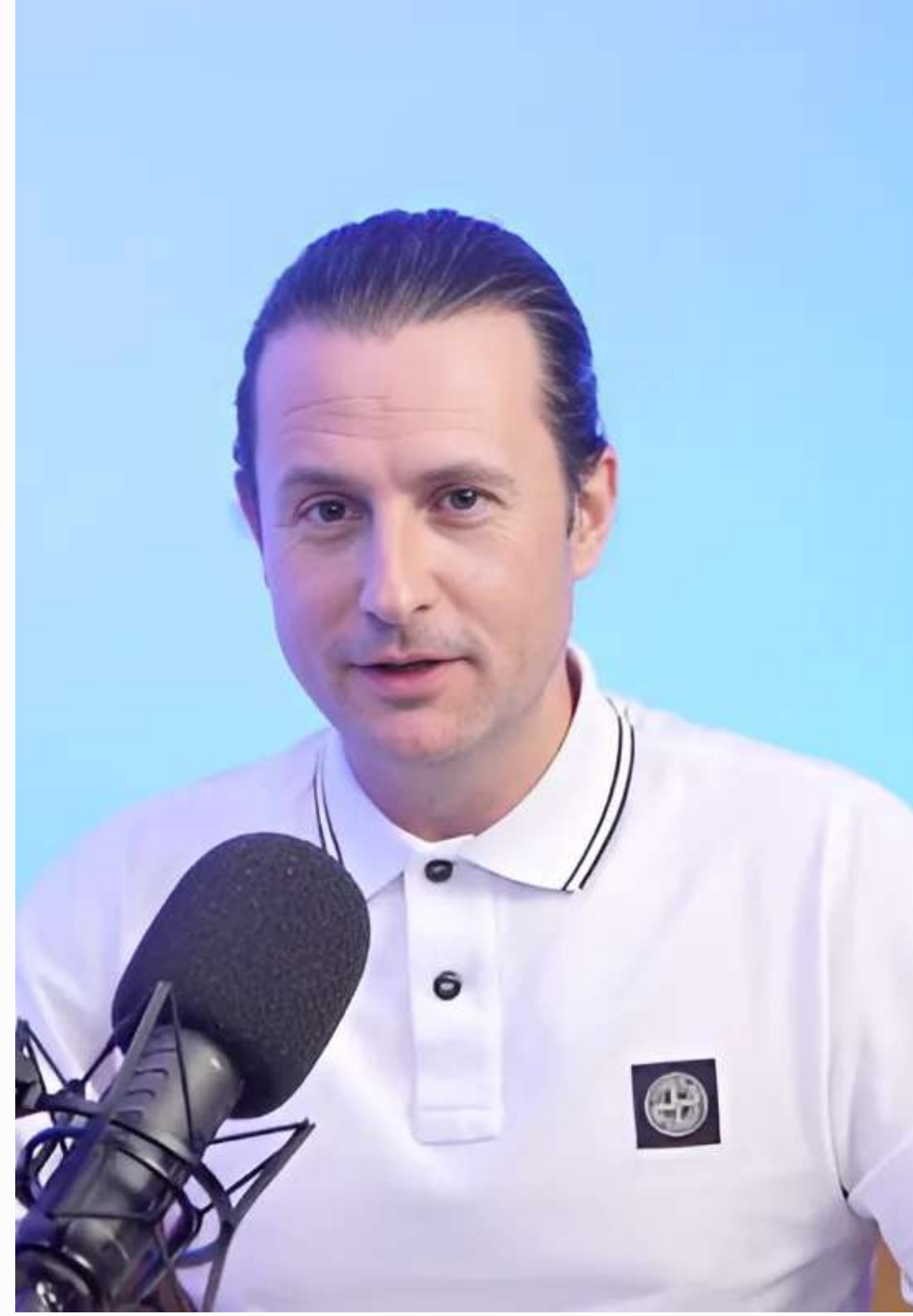


# Turn Farmers Into Hunters with Jamie Burrows

Practical BD strategies to turn recruiters  
into confident business winners.



# Meet Your Trainer

## **Recruitment Coach**

15+ years' experience and a top-biller background

## **Master NLP Practitioner**

Using psychology-led sales strategies

## **Building Big Billers**

Jamie created the Building Big Billers programme for high-performing teams

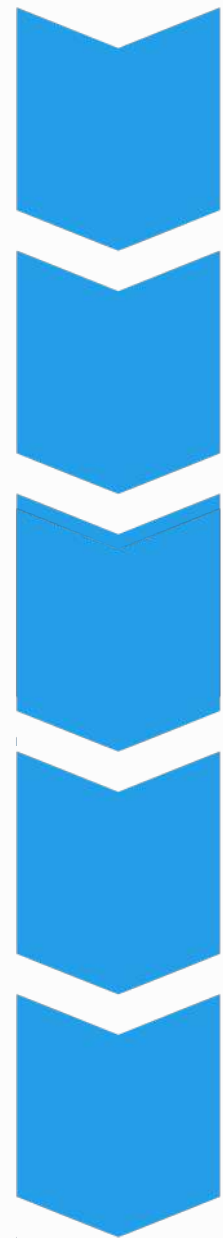




# What You'll Learn:

- Build client funnels
- Segment ideal customers
- Qualify and prioritise clients
- Multichannel outreach
- Trust-building objection handling
- Become a strategic planner

# BD FUNNELS



Warm-up sequences

Flip funnels

Reverse marketing

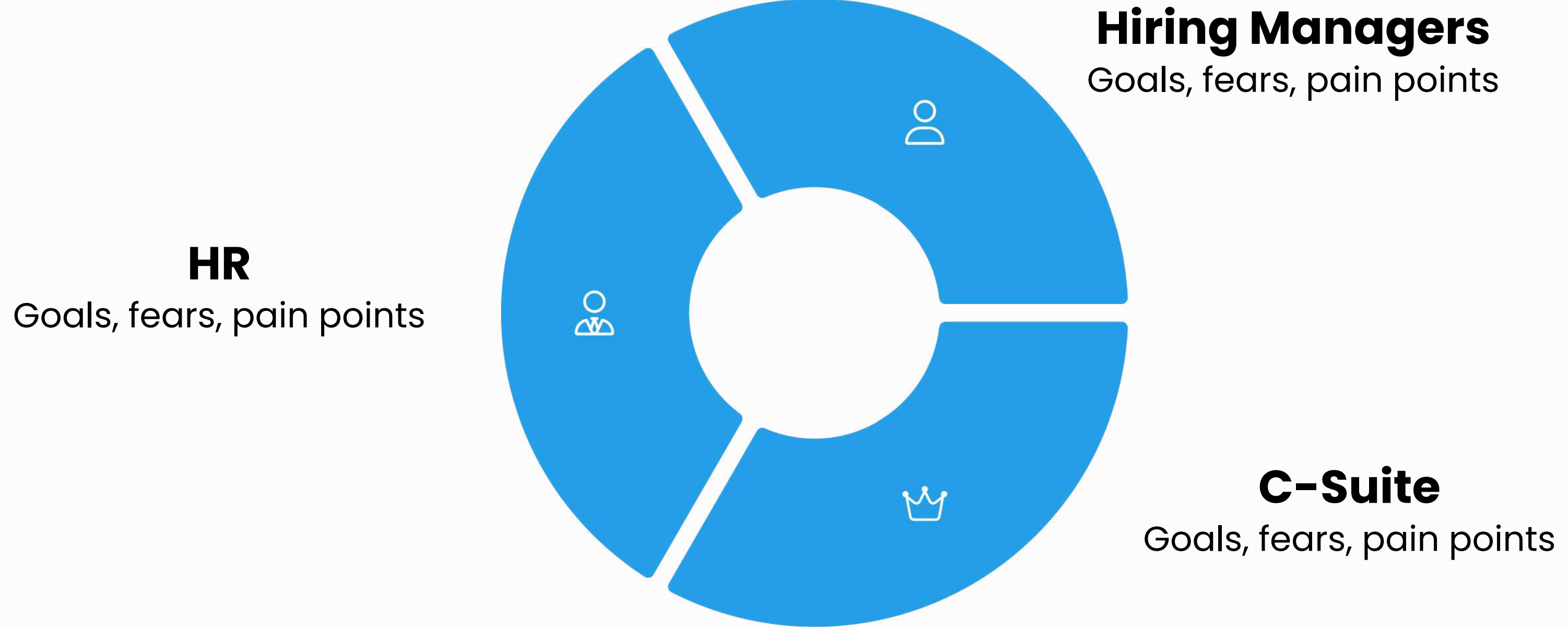
LinkedIn engagement paths

Referral systems

**Scattergun BD kills momentum.  
Strategy and consistency win deals.  
Pick 2-3 funnels and commit for 12 weeks.**

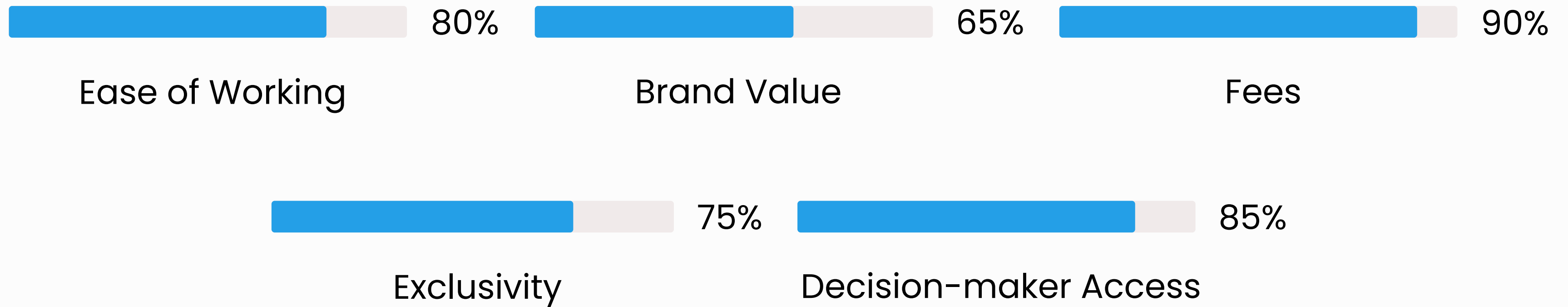


# CLIENT AVATARS



The best outreach starts in your prospect's head, not your job spec.

# CLIENT SCORECARDING



Busy doesn't mean good. Score your clients before they burn your time.

# MULTI-CHANNEL OUTREACH



## **LinkedIn DMs**

Professional networking



## **Voice Notes**

Personal touch



## **Video Messages**

Face-to-face connection



## **Handwritten Mail**

Stand out from digital



## **WhatsApp**

Instant engagement



## **Lumpy Post**

Memorable impression

**If you're not where your clients are, you are invisible.**

# OBJECTION-HANDLING

## **Acknowledge**

Validate their concern

## **Ask**

Probe for real issues

## **Summarise**

Confirm understanding

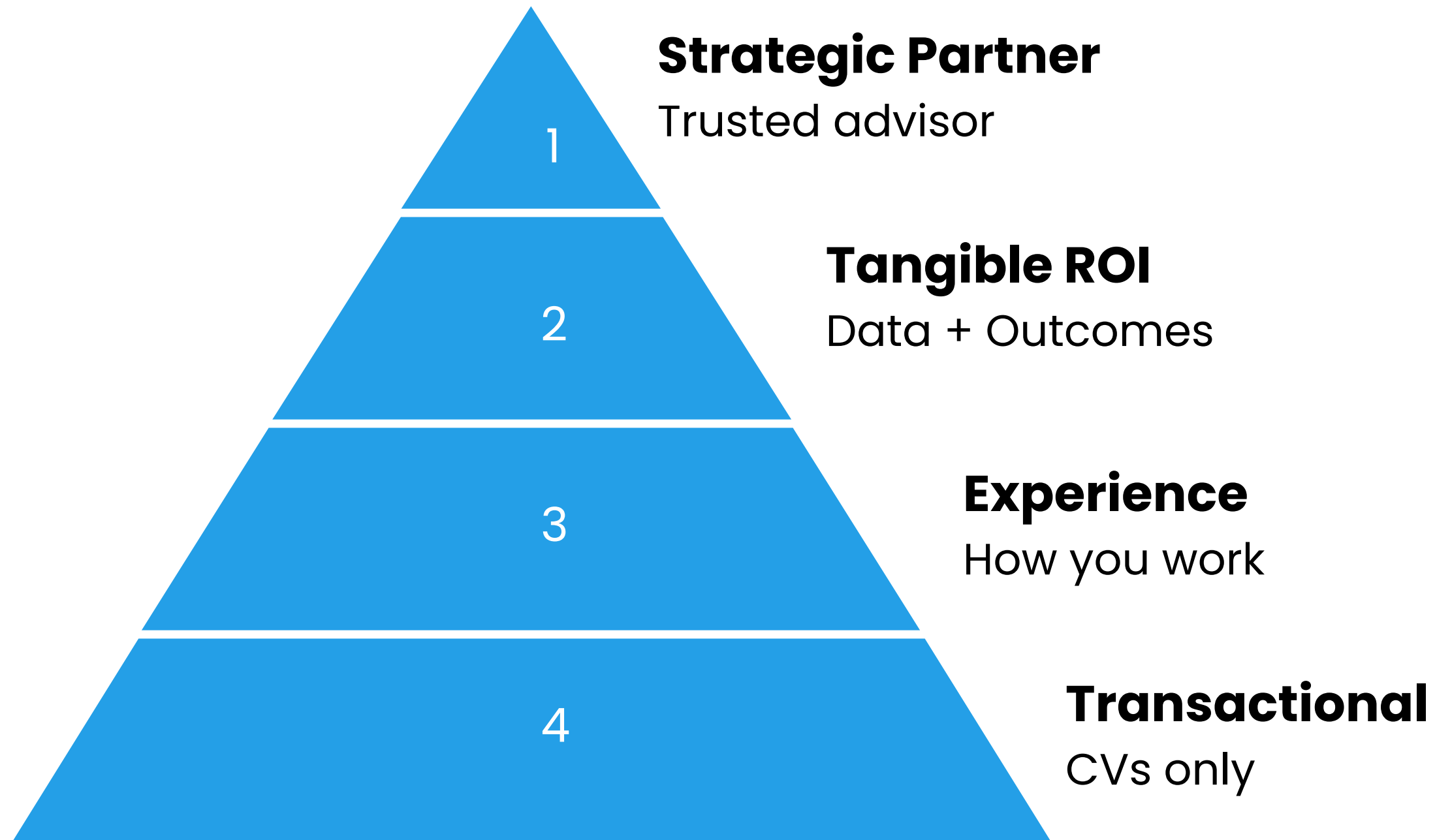
## **Solution**

Provide value-based answer

**Don't try to 'overcome' objections, try to understand them.**



# THE 4 LEVELS OF VALUE



**Level 1 gets referred. Level 4 gets replaced.**

# FINAL TAKEAWAY



Choose funnels,  
don't chase trends.



Use messaging that  
resonates.



Score clients and  
your position.



Level up how you  
show up.

**It's not about doing more. It's about doing **right** things, better.**

# KEEP LEARNING



**Access the full course**



**Access our platform  
for more content**