

Strategic BD: How to Win High-Value Clients with Mike Ames

A practical playbook for recruiters who want to win high-value clients, consistently and predictably.



Meet Your Trainer

Mike Ames

🔧 Founder & Strategic BD Expert

- Built and sold a £40M recruitment business
- Creator of the Profit, Lifestyle & Wealth Model
- Trained 1,000s of recruiters to win better clients using strategic systems



A magnifying glass is positioned over a business chart. The chart features a bar graph with blue bars and a line graph with blue dots connected by lines. The x-axis is labeled with months: Jan, Feb, Mar. The y-axis has numerical values like 0, 100, 200. The magnifying glass is focused on the line graph, highlighting a specific data point. The background is a light blue and white grid.

What You'll Learn:

- Strategic vs Tactical BD
- 5-Step BD Engine
- Building a Hot 100
- Getting the First Call
- Pitching & Conversion
- Cultivating the "Forgotten 45%"



WHY STRATEGIC BD?

**Most recruiters chase jobs.
Top billers build pipelines.**

Strategic BD flips the script:

- Less chasing vacancies, more winning clients
- Higher fees, better terms, long-term value

This isn't about more calls. It's about smarter targetting, deeper relationships and a system that compounds over time.

TACTICAL VS STRATEGIC BD

Tactical is about vacancies.
Strategic is about relationships.

Tactical BD = Transactional

- Short-term
- Vacancy-focused
- Needs timing & luck
- More stress, less ROI

Strategic BD = Transformational

- Relationship led
- Targets high-value clients
- Long-term, compounding ROI



STRATEGIC BD IN 5 STEPS

-  **Prepare**
Hot100, conversation starters, soft pitch, 2D pitch deck
-  **First Call**
Use the soft pitch, add value.
-  **Full Pitch**
Share your 'flavour' of recruitment
-  **Cultivate**
Keep warm prospects engaged
-  **Convert**
Land and expnd into top-tier clients

A proven framework to consistently win and convert high-value clients.



BUILD YOUR HOT 100

Target decision-makers at businesses like your top 20% clients. Identify 100 people based on:

- Size, location, industry fit
- Roles you can fill repeatedly
- Direct access to decision-makers
- Fair terms and exclusive potential
- Strong employer reputation
- Focus your efforts where the lifetime value is highest.



START THE CONVERSATION

Cold calls are dead. Start smarter.

4 conversation starters that work:

An intro via a mutual contact

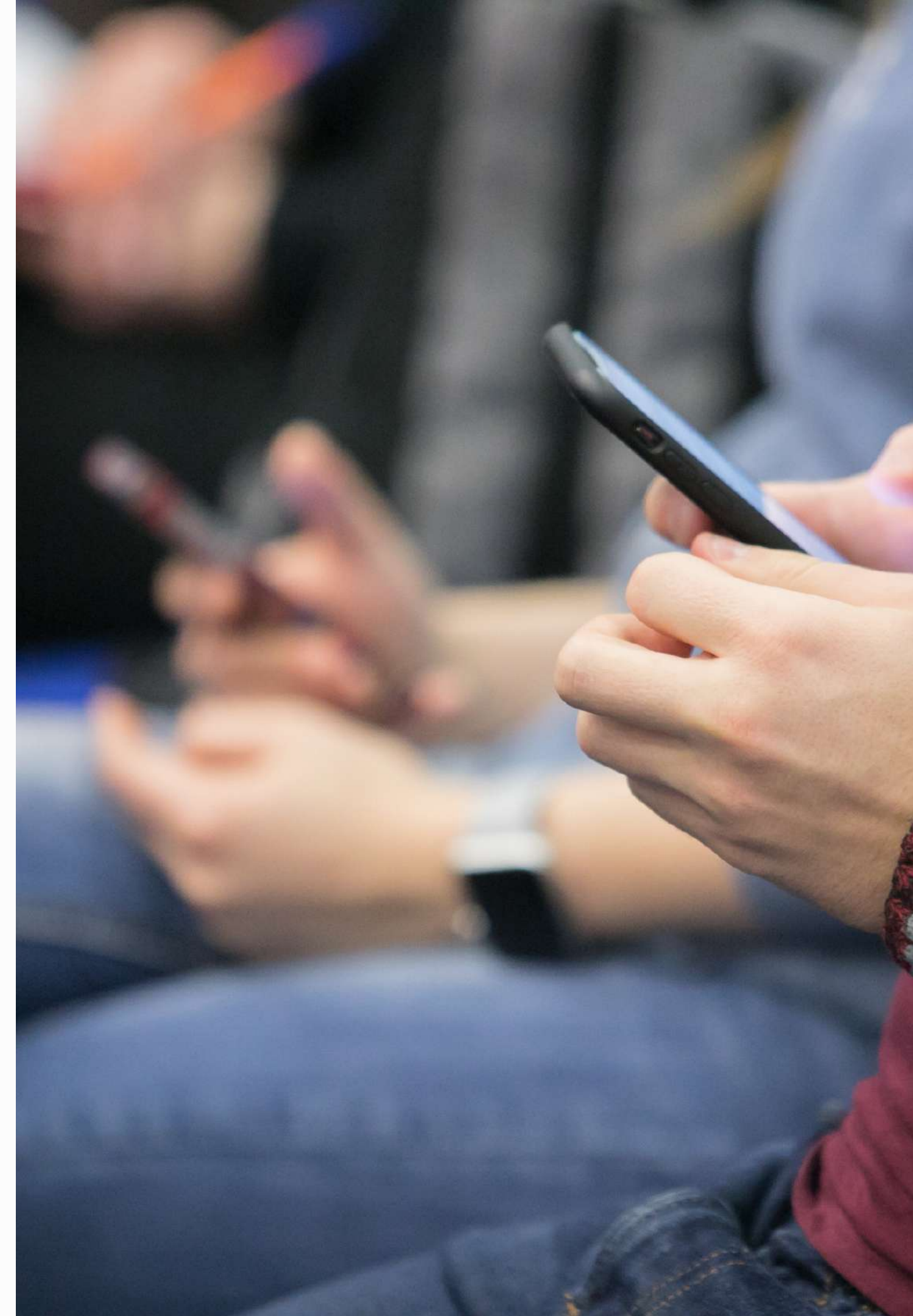
An invite to a webinar or event

An interview for your blog or podcast

Insights and content they want to see



When your opener adds value, you don't need to "sell". You spark a conversation.



THE SOFT PITCH – AIDA

Attention: Reference a previous touchpoint

Interest: Share why you're reaching out

Desire: Explain what makes you different

Action: Book a follow-up, offer value or pitch deeper

Not every first call needs to be a sales call.

The soft pitch builds curiosity and positions you as credible and useful.



THE 2D PITCH DECK

Not a script. A conversation toolkit.
Every pitch is personalised, without starting from scratch.

Start with a few core slides
Who you are, what you do...

Use hyperlinks
to case studies, roles,
testimonials, etc...

The client guides the journey
show what *they* care about

The 2D Pitch Deck
lets you tailor your pitch
in real time

THE FORGOTTEN 45%



Not a yes. Not a no.

Not to be forgotten.

Roughly 45% of targets are “maybes”

They just need nurturing

Stay top of mind

and built trust over time.

📈 20–30% of them will become clients if you stay in touch.

A white card with the word "CLIENT" in a large, bold, serif font, tilted slightly to the right. The card is set against a light blue background.

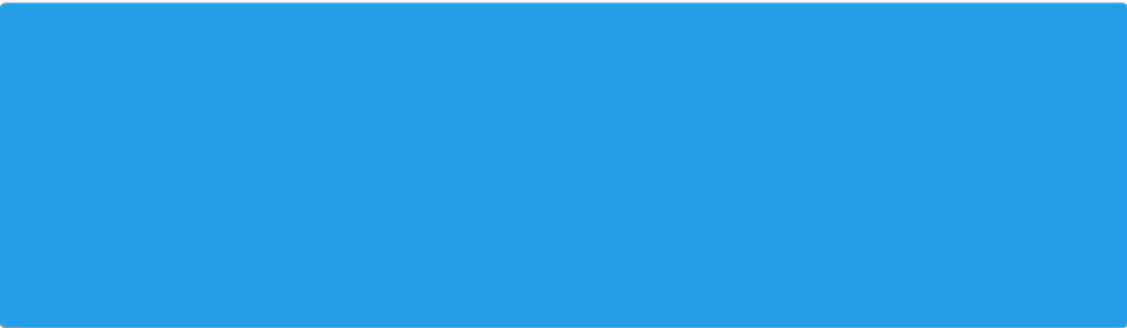
3-TIER CULTIVATION SYSTEM

A relationship-building system for long-term wins.



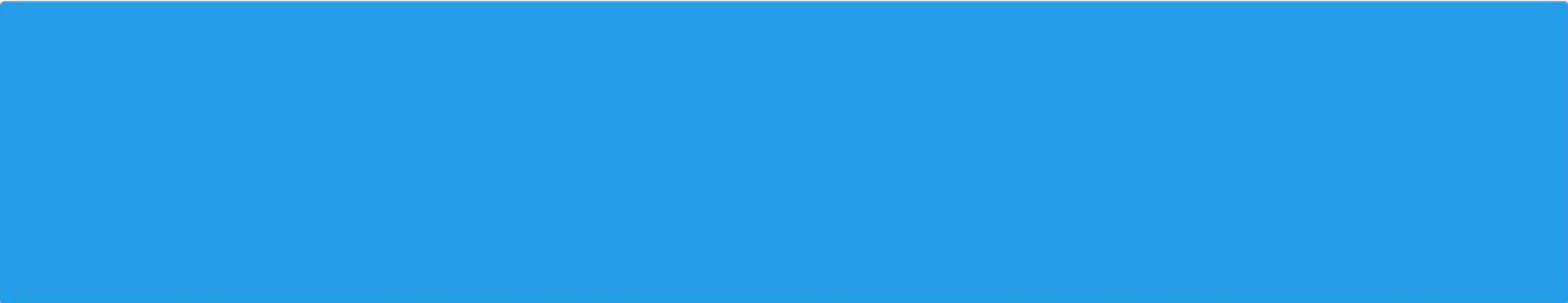
Scheduled Interactions

Quarterly calls with chunky content



Ad-hoc Interactions

Based on client activity



Subscription Content

Monthly newsletters or blog posts

CLIENT

BALANCING TACTICAL + STRATEGIC

Don't stop doing what brings jobs in now,
but start building the machine that brings in high-value clients tomorrow.

Keep doing tactical to fill short-term needs

Build strategic BD alongside for sustainable growth

SUCCESS ACCELERATORS

1

Preparation

Refine your targeting,
content and pitch

2

Patience

Strategic BD
is a long game

3

Persistence

Iterate, improve
and never give up

These **3 traits** separate the best from the rest.

KEEP LEARNING



Access the full course



**Access our platform
for more content**