



Business Development

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Specialisation

Why Specialisation is Important



Improved Quality



Standout from the Competition



Reduced Risk



Enhanced Efficiency & Productivity



Quicker Learning Curve for Employees

Compounding Effect of Specialisation

Worked Example: Software Developers
500 Candidates and 500 Clients

$500 \text{ CN} \times 100\% \text{ Geography} \times 100\% \text{ Client Fit} = 500$

$500 \text{ CN} \times 50\% \text{ Geography} \times 100\% \text{ Client Fit} = 250$

$250 \text{ CN} \times 50\% \text{ Geography} \times 100\% \text{ Client Fit} = 125$

$100 \text{ CN} \times 20\% \text{ Geography} \times 33\% \text{ Client Fit} = 6.6$

Team of Five People

$500 \text{ CN} \times 100\% \text{ Geography} \times 100\% \text{ Client Fit} = 2500$

$100 \text{ CN} \times 20\% \text{ Geography} \times 33\% \text{ Client Fit} = 30$

How to Pitch Specialisation



Corporate Branding-Website and LinkedIn



Personal Branding-LinkedIn (Content, Events)



Collateral



Candidate Showcases



Track Record



Testimonials