



# Business Development

## Business Development Strategies



- Specialisation
- Select Geography
- Choose Candidate Types
- Select Client Industries
- Play in One Recruitment Type

### Land and Expand

- Make Placement
- Build Relationships
- Generalise
- Deliver Wide Solutions



- Demonstrate Exclusivity
- Offer Milestones and Guarantees
- Commit Substantial Resources
- Place Senior Executive

#### Services

Specialisation

Land and Expand

Executive Search

#### Pros

Key Differentiator

Broad Scaling Opportunity

High Fee Values

#### Cons

Limited Market Audience

High Barrier to Entry

Scarce Opportunities