



# Business Development

## Differentiating Yourself

### Did you Know?

The UK has

**39,000**

Recruitment Agencies

### How to Differentiate Yourself?



Specialisation

Superior Level of Service

Competitive Rates

Mutual Beneficial Payment Terms

Replacement Policy

Provide Long Term Solutions

### Understanding Your Value Add

Demonstrating the Benefits you Offer

**1**

What Problem Are You Solving?

**2**

How Much Value Are You Bringing

**3**

What Are The Consequences of Not Delivering