

Riches in the Niches: Unlocking Growth Through Targeted Business Development



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Riches in the Niches

Unlocking Growth Through Targeted Business Development

SourceWhale

What to expect?

Research Insights

Power of ICP

Tactics that win

A world map with a dark blue background and a grid of small red dots representing data points. The dots are distributed across all continents, with a higher density in North America and Europe. The map is centered on the Atlantic Ocean.

100+ Million Data Points

collected from the SourceWhale platform, utilized by
1000's of staffing firms across **100's** of regions

STATE OF THE MARKET

Research Insights



**BD is the
main focus**

9 in 10 want to increase client wins
in 2025



**Orgs lack Sales
structure**

Only 18% of recruiters say they have
a repeatable BD process



**Don't understand
their customer**

Only 46% can describe their
ICP in depth



A world map with a dark blue background and a grid of small red dots. The dots are more densely packed in some areas, particularly in the Americas and Europe, suggesting a data visualization of global activity or connectivity. The text 'The Power of ICP' is centered over the map.

The Power of ICP

Why does a defined **Ideal Customer Profile** matter?

- Client win rate is 56% higher
- Average time to fill is 36% less
- Client retention rate is 82% (compared to 61% without)



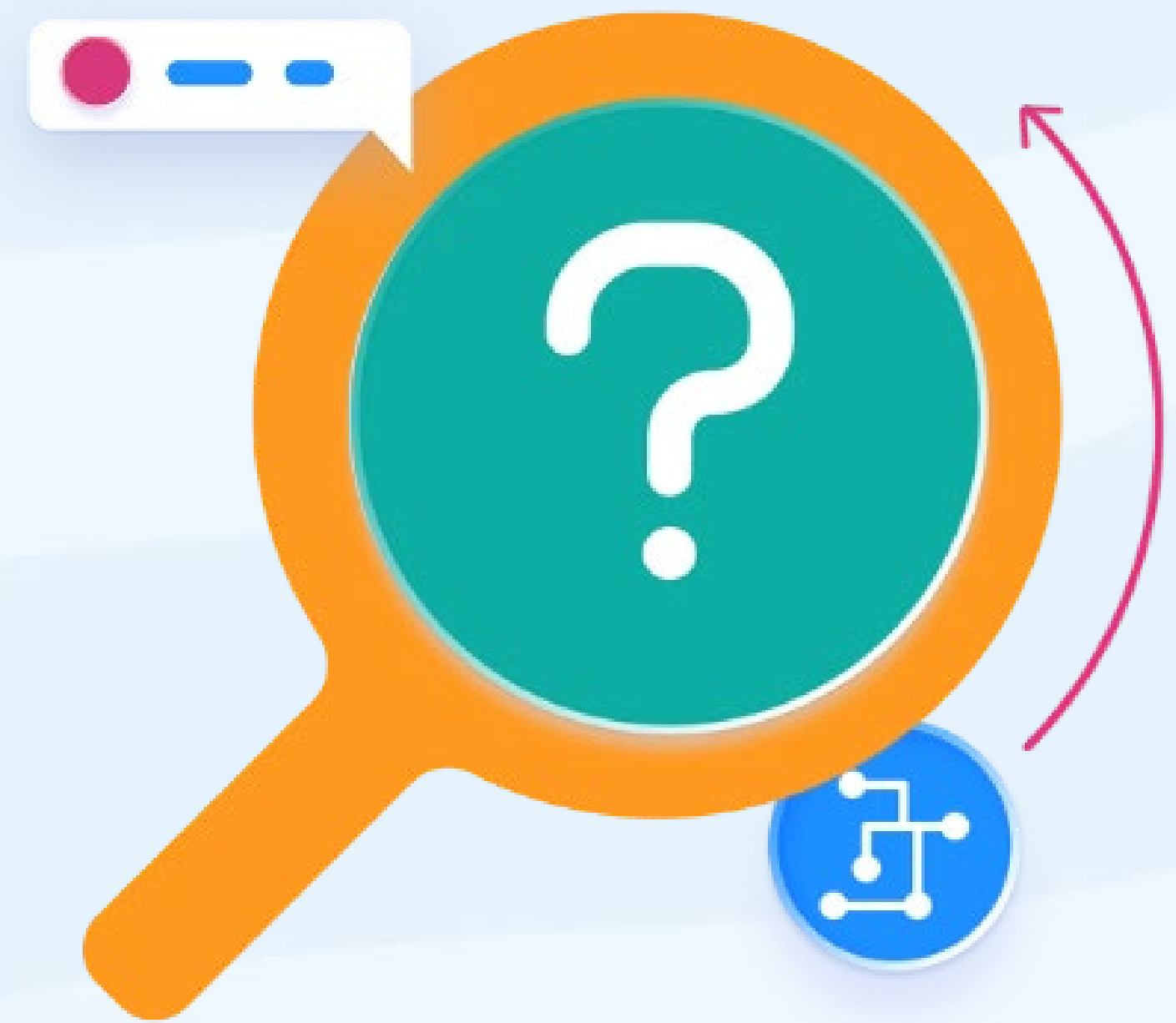
Success Leaves Clues

What do our customers look like over 12 months?

>>What do the wins have in common?

>>What do the losses have in common?

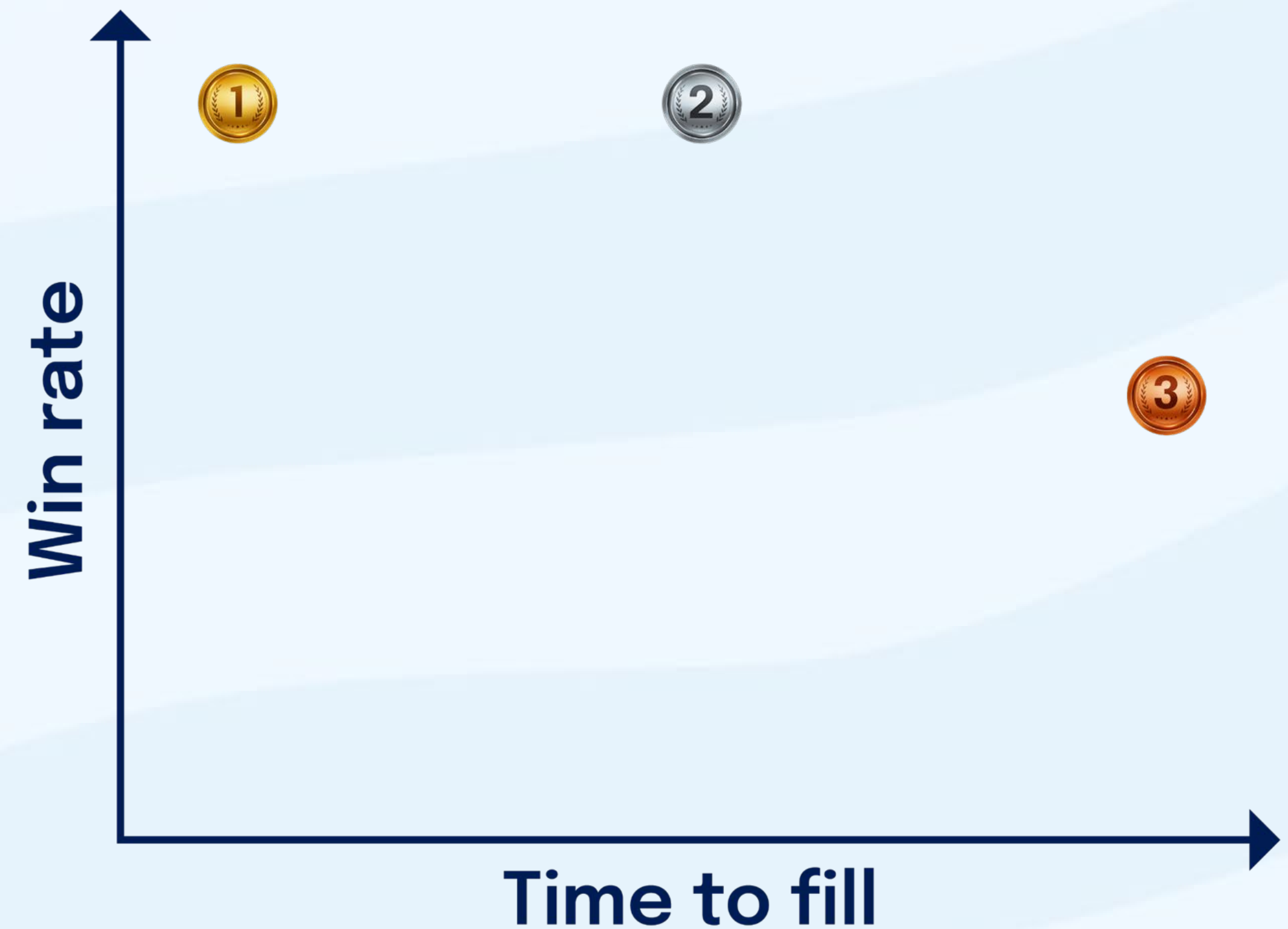
- Time to fill
- Fill rate
- Location
- Size
- Role type
- Etc...



Be Top Tier

>> Fill rates & time to fill = retention

- Tier 1 🏆 High/Quick
- Tier 2 🥈 High/Average
- Tier 3 🥉 Average/Average



Anything lower? Ditch or investigate.

- Why do we want to play in that market?
- Why is it so poor and how can we change it?



A world map with a dark blue background and a grid of small red dots. The dots are more densely packed in some areas, particularly in North America and Europe, suggesting a data visualization of global activity or population density. The map is centered on the Atlantic Ocean.

Tactics that **Win**

Multi-Touch Success:

Outreach with 3 touchpoints achieve 50% more meetings than 1-step approaches, with follow-ups driving sustained results.

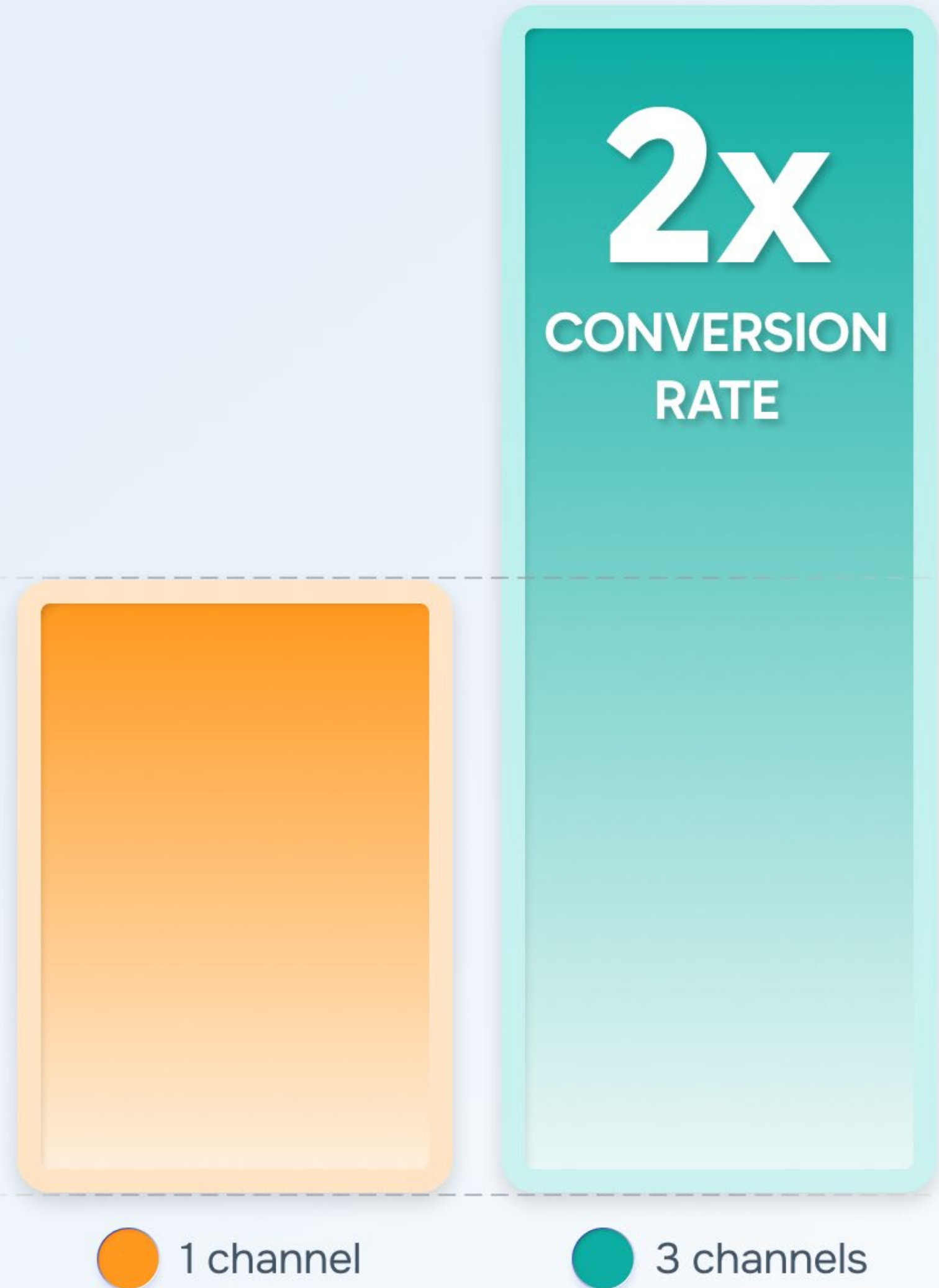


- 3 step
- 1 step



Multi-Channel Advantage:

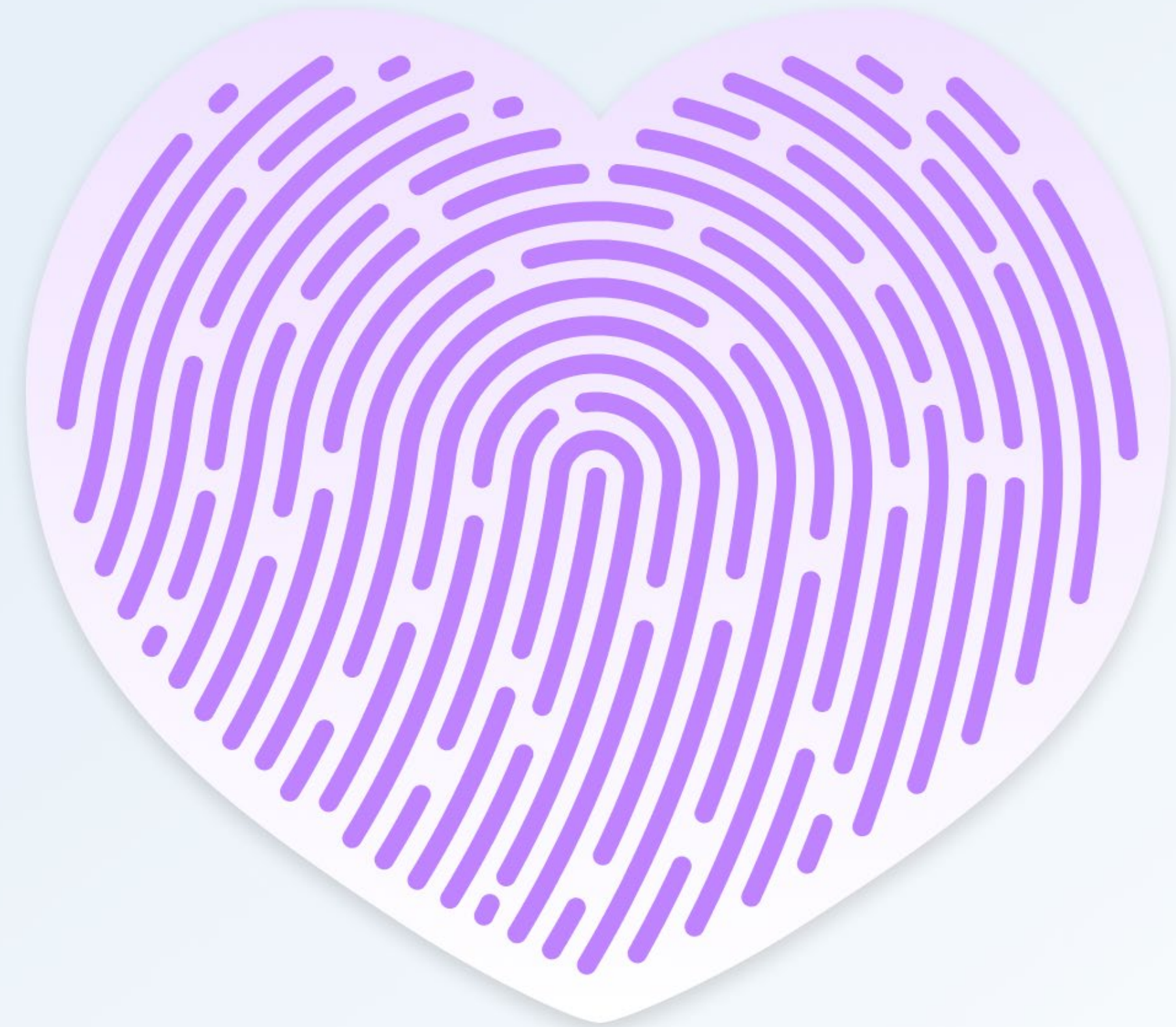
Leveraging 3 channels doubles the conversion rate compared to a single-channel.



Quality Drives Conversions:

Leveraging frameworks drives consistent quality and the highest conversion rates.

Consider: OPPS / Teacher / PSA





Quantity Matters:

Targeting fewer than 100 people triples conversion rates compared to over 500.



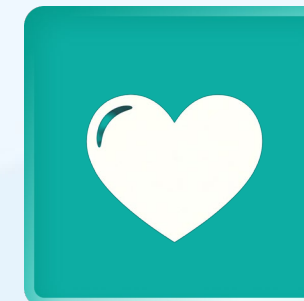
MMMQ



Multi-Touch



Multi-Channel Quality



Quantity



Multi-Thread Impact

Executive Alignment Drives Results:

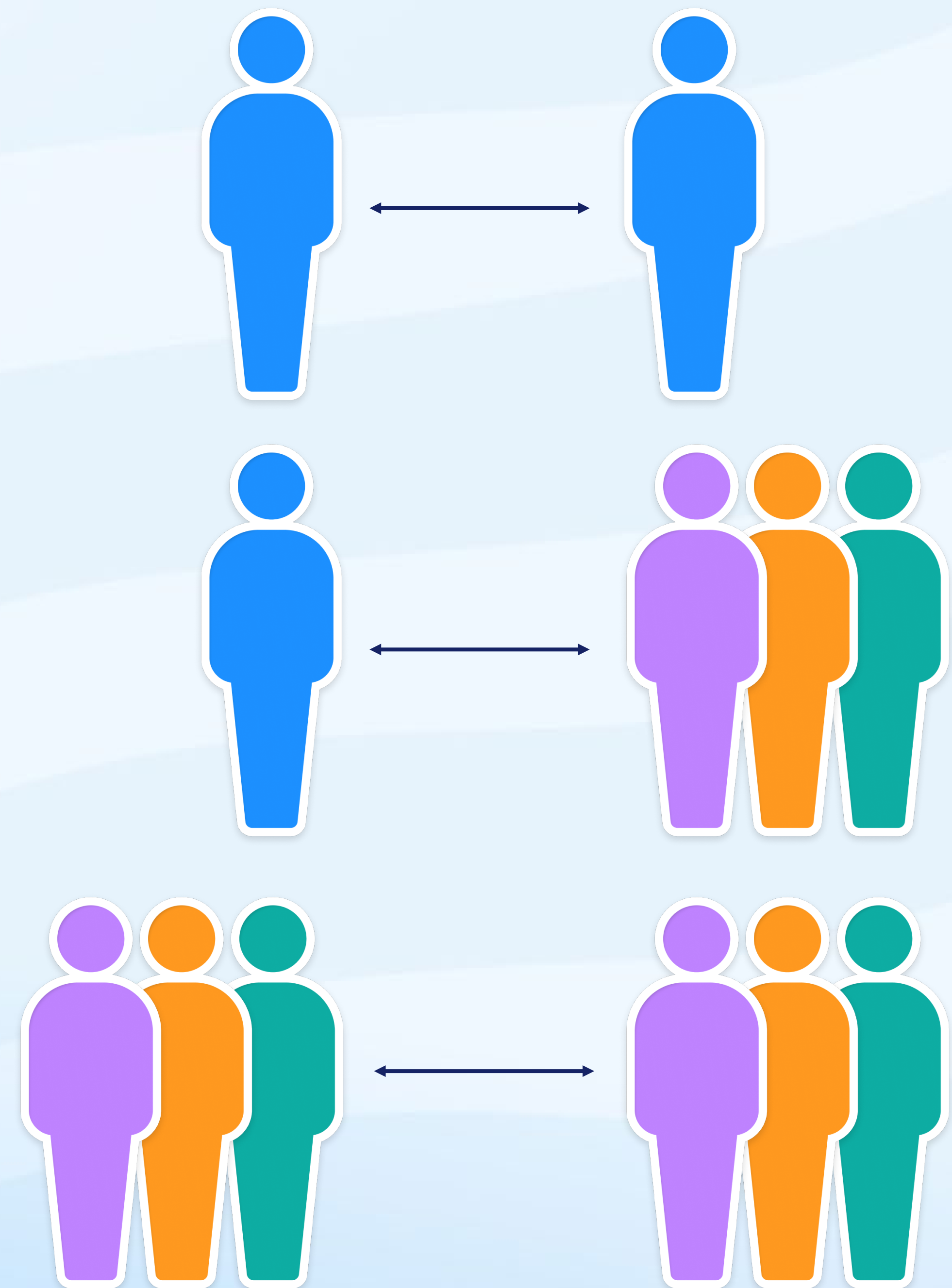
Executive support increases meeting conversions by 33%.

Broader Stakeholder Engagement:

Multi-threaded outreach builds stronger relationships across decision-makers.

Higher Conversion Potential:

Connecting with multiple contacts ensures consistent progress and reduces single-threaded risk.



SourceWhale

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on LinkedIn



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