

Win Major Accounts with Data-Led Sales & Marketing

Black Slate

Position your brand as an expert consultancy through talent intelligence

Lead client conversations with evidence, not opinion — and move from supplier to strategic partner.

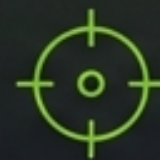
What This Enables



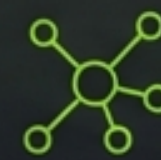
- Win higher-value clients through evidence-led conversations



- Access more strategic hiring discussions



- Differentiate from generalist recruiters



- Position your business as a talent partner, not a supplier

A Data-Led Approach to Winning and Shaping Client Demand



What It Is

Talent Crystal is a structured, data-led approach developed by James Del-Gatto, built on over 25 years working with some of the recruitment sector's leading brands.

It combines talent data, market insight and company signals to create clear, visual intelligence on how talent markets actually behave — not just how they're reported.

By bringing together where talent sits, who controls it, and how organisations are investing and evolving, it creates a more complete and commercially useful view of the market than traditional recruitment insight alone.

The reality is that traditional recruitment models are already under pressure — and over the next few years, many will struggle to remain relevant. Agencies that rely purely on reactive hiring and volume-based delivery will find it increasingly difficult to compete.

Talent Crystal is designed as a practical step towards a more resilient model — helping agencies introduce insight-led, value-add services that move them closer to consultative, higher-value client relationships.



What It Enables

- Get noticed at the right levels through insight-led engagement
- Get paid for deeper research and intelligence work
- Demonstrate deep market expertise with data-backed insight
- Access more strategic hiring discussions with senior stakeholders
- Create a repeatable, data-led business development approach
- Anticipate future hiring demand rather than reacting to briefs
- Reduce reliance on transactional revenue models
- Build a more resilient, value-driven recruitment business



How Black Slate Supports You

- We create the full Talent Crystal insight reports and visual outputs
- We design the attention-grabbing assets used in client engagement
- We deliver Talent Crystal as a project or ongoing capability
- We help your consultants use commercial insight in BD to drive higher-value client conversations

This is not a report. It is a data-led commercial model.

From Talent Data to Commercial Insight

A structured model combining market data and company signals to predict demand and shape hiring strategy.

Combined Insight
(Market + company signals)

Predicted Demand

- Senior Leaders — strong growth
- Management — moderate growth
- Junior — stable or declining
- Contract demand rising in transformation roles
- Leadership hiring concentrated in London and Manchester

KEY SKILL GAPS

Cloud Architecture

Cyber Security

Data Engineering

AI / Machine Learning

Platform Engineering

Solution Architecture

Company Signals

↗ £120m expansion (ABC Corp)

👤+ Senior hiring +18%

⚠ Attrition up to 14%

📍 New UK hubs in Manchester

👤 Leadership restructuring across UK teams

💰 Increase in transformation programme spend

Market Competition

ABC Corp — 22%

ACME Enterprises — 17%

Global Brand — 14%

TechScale Ltd — 11%

Talent Distribution

London — 4,850 professionals

Manchester — 2,100 professionals

Birmingham — 1,250 professionals

Bristol — 950 professionals

Leeds — 780 professionals

Target Company View
(Investment, hiring, attrition signals)

Market View
(Talent pool and competition)

Arguile Case Study: Winning the Fujitsu Account

CLIENT PERSPECTIVE

“Black Slate's Talent Crystal approach completely changed how we engaged a long-standing target account. We'd been trying to break into a leading software business operating in government and defence for several years, without real traction.

The Talent Crystal report reframed the conversation — moving it away from generic capability and into a clear, evidence-based view of their workforce, hiring pressures, and where delivery risk was emerging. It gave us something genuinely valuable to take to the client. Not a pitch — but insight.

That shifted the dynamic immediately. A meeting was secured quickly, and within a short space of time we were entrusted with ten senior hires across critical areas of the business.

More importantly, it positioned us as a partner who understands the complexity of their environment, not just a supplier of CVs. It's now a core part of how we approach strategic accounts.”

Tom Yates, Head of BD, Arguile

○ THE CHALLENGE

- Global software business with government & defence contracts
- Targeted over multiple years with no traction
- Traditional outreach not generating engagement
- Limited visibility into hiring pressures

◇ THE APPROACH

- Data-led Talent Crystal report
- Workforce trends and talent insights
- Competitor and market intelligence
- Shift from supplier pitch to client insight

■ THE RESULT

- Meeting secured quickly
- 10 senior roles awarded
- Stronger positioning in defence environment
- Prospect converted into active client

Winning and Converting Major Accounts

How Talent Crystal is used to engage, shape, and secure higher-value client relationships.

Winning and Shaping Major Accounts

- Identify where high-value hiring demand is emerging
- Use insight to influence hiring strategy and scope
- Convert insight into higher-value, retained work
- Engage clients before roles are defined
- Position into programmes, not reactive briefs

How It Works

- ↘ Data from LinkedIn Talent Insights, market signals, and recruiter expertise
- ↘ Collated, analysed, and shaped into clear commercial insight
- ↘ Designed into high-quality, client-ready reports and visuals
- ↘ Used directly in major account conversations

Engagement

One-off insight report **£750**

Series (5 target accounts) **£1,600**

Project-based or ongoing capability

Next Steps

Black Slate works with recruitment companies looking to win and develop major client accounts through insight-led, consulting-style engagement.



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