The Feast-Famine Diagnostic

Review where new business depends on your available delivery time. Use five questions and your own sales history to choose the next action. This is a planning worksheet, not a validated diagnostic or forecast.

Five questions to review

1. In which recent weeks did you start no suitable new employer conversations?

Your evidence or gap

2. Who owns research, outreach, replies and follow-up while delivery is busy?

Your evidence or gap

3. What happened to planned BD time in your busiest delivery week?

Your evidence or gap

4. Can you trace when recent clients first heard from you and the steps before signing?

Your evidence or gap

5. Which opportunities have a named owner, evidence and an agreed next action?

Your evidence or gap

Choose one useful next action

Choose from evidence

For each gap, write one action, the responsible person and the review date. Protect a workable routine if ownership exists but activity slips. Clarify the process if handoffs fail. Consider dedicated internal or external support only after comparing capacity, scope and costs. A headcount threshold does not determine the right choice.

Gap / action / responsible person / review date

Use your own sales timeline

Record first conversation and signed-engagement dates for comparable clients. State the period and sample size. Treat still-open opportunities separately. Plan backwards using your observed range and uncertainty rather than assuming a universal 90-day cycle.

Comparable clients / observation period / sample size / observed time range

Review activity and commercial outcomes

Count suitable new employer conversations consistently each week, alongside follow-up quality and held meetings. Review signed engagements, placements and collected fees as separate later outcomes. Activity is a leading signal to investigate, not a guarantee of next quarter revenue.

This week / commercial outcome / evidence to review next

Clientflow handles agreed employer-side outbound BD. Your team approves targeting and messages, leads sales calls, closes engagements and delivers recruitment.

Discuss your growth goals at clientflowacquisition.com