

[Your Name]
[Your Title/Consultancy Name]
[Phone Number]
[Email Address]

[Date]

[Recipient Name]
[Title, e.g., CEO/Managing Director]
[Agency Name]
[Address]

Dear [Recipient Name],

The recruitment landscape has shifted, and many established agencies are currently finding that traditional high-volume models are no longer yielding the margins or retention rates they once did. I am writing to you because I specialize in transforming underperforming recruitment firms into high-value executive search partners.

In reviewing the current market position of [Agency Name], I see a significant opportunity to pivot your operations toward a value-based consultancy model. My expertise lies in helping agencies overcome the three most common causes of stagnation: declining fill ratios, high consultant turnover, and downward pressure on fees.

I propose a strategic intervention focused on:

- **Transitioning to Retained Search:** Moving your team away from contingency "races" to high-margin, exclusive mandates.
- **Operational Lean Construction:** Reducing overhead by automating administrative workflows and focusing human capital on high-touch relationship management.
- **Brand Authority Positioning:** Rebranding your firm as a niche subject matter expert to attract passive, top-tier talent that competitors cannot reach.

I have a proven track record of returning agencies to profitability within [Number] months by shifting the focus from volume to strategic value. I would like to offer a 20-minute diagnostic call to discuss a turnaround strategy specifically for [Agency Name].

Are you available on [Day] at [Time] for a brief conversation?

Best regards,

[Your Signature]

[Your Printed Name]