



# Factors Influencing B2B Client Acquisition in Recruitment Consulting: An Exploratory Study

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## Abstract

This paper presents an exploratory framework for examining factors associated with business-to-business (B2B) client acquisition in recruitment consulting. It focuses on prospecting quality, requirement understanding, follow-up consistency, and relationship building. The earlier draft described a quantitative, correlational study using a five-point Likert questionnaire and 85 responses. However, the dataset was identified during revision as simulated rather than collected from actual respondents. Therefore, the numerical values retained in this document are illustrative only and cannot support empirical conclusions. The paper outlines the conceptual background, literature, methodology, and a transparent structure for future analysis using genuine respondent data.

**Keywords:** B2B client acquisition; recruitment consulting; prospecting quality; requirement understanding; follow-up consistency; relationship building; B2B marketing

## 1. Introduction

Business-to-business (B2B) marketing refers to the marketing of products and services between organizations. Unlike business-to-consumer marketing, B2B marketing involves organizational decision-makers and generally places greater emphasis on business requirements, professional communication, trust, and long-term relationships. In recruitment

consulting, B2B marketing is important because recruitment agencies need to identify organizations with hiring requirements and convert them into business clients.

Recruitment consulting involves providing organizations with recruitment and staffing solutions according to their workforce requirements. The client acquisition process generally includes identifying potential organizations, understanding their hiring requirements, communicating suitable recruitment solutions, following up with prospects, and developing professional relationships. Effective client acquisition is therefore important for recruitment consulting organizations seeking to expand their corporate client base. Several factors may contribute to B2B client acquisition in recruitment consulting. Prospecting quality helps identify organizations that are relevant to the recruitment services being offered. Requirement understanding enables recruitment consultants to identify clients' specific hiring needs and provide suitable solutions. Follow-up consistency helps maintain communication and engagement with potential clients after initial contact. Relationship building focuses on developing trust, responsiveness, and continued communication with prospective clients.

This study examines the proposed relationship between prospecting quality, requirement understanding, follow-up consistency, relationship building, and B2B client acquisition. Because the numerical dataset used in the earlier draft was identified as simulated, the statistics retained in this formatted version are explicitly illustrative rather than empirical.



## 1.1 Problem Statement

Despite the growing importance of recruitment consulting services, acquiring and converting B2B clients remains an important challenge for recruitment organizations. Potential clients may differ in their hiring requirements, expectations, responsiveness, and willingness to engage with recruitment agencies. Factors such as prospecting quality, understanding of client requirements, follow-up consistency, and relationship building may influence the process of converting potential organizations into recruitment clients. The relationship between these factors and B2B client acquisition in recruitment consulting therefore warrants further examination.

## 1.2 Objectives of the Study

1. To identify key factors associated with B2B client acquisition in recruitment consulting.
2. To examine the relationship between prospecting quality, requirement understanding, follow-up consistency, and relationship building and B2B client acquisition.
3. To assess the extent to which these factors may contribute to B2B client acquisition in recruitment consulting.

## 1.3 Research Hypotheses

Null hypothesis ( $H_0$ ): The identified B2B marketing factors do not have a significant relationship with B2B client acquisition in recruitment consulting.

Alternative hypothesis ( $H_1$ ): The identified B2B marketing factors have a significant relationship with B2B client acquisition in recruitment consulting.

## 2. Literature Review

Business-to-business client acquisition has been examined through the perspectives of sales prospecting, customer relationships, and sales performance. Gopalakrishna et al. (2022) examined the drivers of salesperson prospecting and conversion and highlighted the importance of prospecting and conversion activities in new customer acquisition. Their study considered prospecting efficacy and conversion efficacy as important stages of the sales process.

Crosby et al. (1990) examined relationship quality in services selling and highlighted the importance of trust and satisfaction in developing relationships between salespeople and customers. This is relevant to recruitment consulting, where client interaction and trust are important elements of B2B service relationships.

Research in the recruitment sector has examined relationships between recruitment service providers and corporate clients. Peltokorpi's work on headhunter-client relationships discusses client interactions, changing requirements, negotiations, and relationship management in recruitment activities. These topics point to the importance of managing client relationships within recruitment consulting.

Kaushik (2022) examined recruitment process outsourcing and relationships between service providers and clients. This work provides a relevant basis for considering client-service-provider relationships in recruitment-related business services. The precise bibliographic details and the fit of each source to the claims made should be checked against the original publications before submission.

More broadly, B2B sales research continues to examine relationships between sales activities, customer relationship performance, and sales outcomes. This literature provides a conceptual basis for examining prospecting quality, requirement understanding, follow-up consistency, and relationship building together in the recruitment consulting context.

### 2.1 Research Gap

The literature provides substantial discussion of sales prospecting, customer relationships, sales conversion, and recruitment service relationships. However, comparatively less attention has been given to examining these factors together specifically in the context of B2B client acquisition in recruitment consulting. This paper therefore brings together prospecting quality, requirement understanding, follow-up consistency, and relationship building as a framework for examining B2B client acquisition.



### 3. Research Methodology

The original draft describes a quantitative, descriptive, and correlational research design using a structured questionnaire and a five-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree.” The questionnaire covers respondents’ demographic and professional profiles and measures prospecting quality, requirement understanding, follow-up consistency, relationship building, and B2B client acquisition.

The original draft states a sample size of 85 and identifies individuals associated with human resource management, recruitment, hiring, or business decision-making as the intended respondent group. It describes primary data collection through an online questionnaire and secondary information from research articles and academic publications.

The independent variables are prospecting quality, requirement understanding, follow-up consistency, and relationship building; B2B client acquisition is the dependent variable. The original analysis plan uses descriptive statistics and Pearson correlation analysis, with significance assessed at the 5% level and Microsoft Excel identified as an analysis tool.

*Data-integrity statement: The 85-response dataset used in the earlier draft was identified during revision as simulated rather than collected from actual respondents. Accordingly, the numerical values and statistical results presented in this document are retained only as illustrative examples to preserve the original draft’s content. They must not be reported as empirical findings. To submit this work as an empirical study, the author must replace the illustrative values with results calculated from genuine, documented respondent data.*

### 4. Results and Illustrative Analysis

*The tables below preserve the numerical values in the original draft for reference and formatting purposes only. Because the dataset was identified as simulated, the tables do not constitute evidence from actual respondents and the interpretations are illustrative.*

#### 4.1 Respondent Profile

The original table describes a dataset of 85 entries. The largest listed age group is 21–30 years (36.47%), followed by 31–40 years (34.12%). HR professionals form the largest listed occupational group (40.00%). The age bands in the original table omit the 51–60 category; this should be checked against the source data rather than inferred or silently corrected.

**Table 1**

*Profile of Respondents*

| Category                | Group                           | Frequency | Percentage |
|-------------------------|---------------------------------|-----------|------------|
| Age Group               | 21–30                           | 31        | 36.47%     |
|                         | 31–40                           | 29        | 34.12%     |
|                         | 41–50                           | 16        | 18.82%     |
|                         | Above 60                        | 9         | 10.59%     |
| Current Role            | HR Professional                 | 34        | 40.00%     |
|                         | Recruiter                       | 17        | 20.00%     |
|                         | Business Owner / Decision Maker | 14        | 16.47%     |
|                         | Hiring Manager                  | 13        | 15.29%     |
|                         | Other B2B Decision Maker        | 7         | 8.24%      |
| Professional Experience | Less than 2 years               | 11        | 12.94%     |
|                         | 2–5 years                       | 27        | 31.76%     |
|                         | 6–10 years                      | 29        | 34.12%     |
|                         | More than 10 years              | 18        | 21.18%     |



|                                |     |    |        |
|--------------------------------|-----|----|--------|
| Hiring/Recruitment Involvement | Yes | 76 | 89.41% |
|                                | No  | 9  | 10.59% |

## 4.2 Descriptive Statistics

The illustrative descriptive statistics show means above the neutral value of 3.00 for each listed variable. B2B client acquisition has the highest listed mean (3.863), followed by follow-up consistency (3.855), relationship building (3.800), requirement understanding (3.757), and prospecting quality (3.706). These values are not empirical findings because the dataset is simulated.

**Table 2**

*Descriptive Statistics of Research Variables*

| Research variable         | Mean  | Standard deviation |
|---------------------------|-------|--------------------|
| Prospecting Quality       | 3.706 | 0.673              |
| Requirement Understanding | 3.757 | 0.689              |
| Follow-up Consistency     | 3.855 | 0.629              |
| Relationship Building     | 3.800 | 0.645              |
| B2B Client Acquisition    | 3.863 | 0.700              |

## 4.3 Correlation Analysis

The illustrative correlation table lists positive coefficients for all four factors. Requirement understanding has the largest listed coefficient ( $r = 0.742$ ), followed by follow-up consistency ( $r = 0.723$ ), prospecting quality ( $r = 0.696$ ), and relationship building ( $r = 0.636$ ). The p-values shown in the original draft are also illustrative and must not be interpreted as empirical statistical evidence.

**Table 3**

*Correlation between B2B Marketing Factors and B2B Client Acquisition*

| B2B marketing factor      | Correlation coefficient (r) | p-value |
|---------------------------|-----------------------------|---------|
| Prospecting Quality       | 0.696                       | < 0.001 |
| Requirement Understanding | 0.742                       | < 0.001 |
| Follow-up Consistency     | 0.723                       | < 0.001 |
| Relationship Building     | 0.636                       | < 0.001 |

## 4.4 Hypothesis Testing

The original draft reports that the null hypothesis was rejected and the alternative hypothesis supported at the 5% significance level. Because the dataset is simulated, this decision is not a valid empirical inference. Once genuine responses are available, the correlations and p-values must be recalculated and the hypotheses evaluated from those results.



**Table 4**

*Hypothesis-Testing Summary as Reported in the Original Draft*

| Test summary                          | Result                                     | Interpretation                                                                                      |
|---------------------------------------|--------------------------------------------|-----------------------------------------------------------------------------------------------------|
| Pearson correlations for four factors | All listed p-values < 0.001 (illustrative) | H <sub>0</sub> rejected / H <sub>1</sub> supported in original draft; not valid empirical inference |

#### 4.5 Major Findings (Illustrative Only)

The original draft's numerical summary identifies requirement understanding as the strongest listed correlate of B2B client acquisition, followed by follow-up consistency, prospecting quality, and relationship building. It also reports that the five listed variable means exceed 3.00. These are descriptions of the simulated figures in the draft, not findings from actual respondents.

#### 5. Discussion

Conceptually, the four selected factors represent distinct but related activities in B2B recruitment consulting. Prospecting quality concerns the relevance of target organizations; requirement understanding concerns the ability to identify hiring needs; follow-up consistency concerns sustained communication; and relationship building concerns trust and responsiveness. These activities provide a useful framework for future empirical investigation.

The ranking of coefficients in the original draft would, if independently confirmed using genuine data, suggest examining requirement understanding and follow-up consistency closely. However, no practical conclusion about the relative importance of the factors should be drawn from the simulated values retained here.

#### 6. Conclusion and Practical Implications

This paper presents a framework for examining factors associated with B2B client acquisition in recruitment consulting. It focuses on prospecting quality, requirement understanding, follow-up consistency, and relationship building. The numerical results retained from the earlier draft are illustrative only and cannot support empirical conclusions.

As practical areas for future testing, recruitment consulting organizations may examine how they identify relevant prospects, document hiring requirements, schedule follow-ups, and build professional client relationships. These are framework-based implications, not validated recommendations from the simulated data.

#### 7. Limitations and Future Research

The principal limitation of this version is that the 85-response dataset used in the earlier draft was identified as simulated rather than collected from actual respondents. Consequently, the statistics and associated hypothesis decisions are illustrative and cannot be generalized to a population. The original age-profile table also omits the 51–60 age band, which requires checking against the source data.

Future research should collect genuine responses using a documented sampling procedure, provide the questionnaire and coding rules, recalculate descriptive statistics and correlations from the raw data, and report appropriate limitations. A larger sample across multiple recruitment consulting organizations and qualitative interviews could help examine additional factors such as service quality, pricing, brand reputation, technology adoption, and salesperson capabilities.

#### 8. Declarations

**Conflict of interest:** No conflict-of-interest statement was supplied in the source manuscript; the author should confirm and insert an accurate declaration before submission.

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Ethical approval: The source manuscript does not provide an approval reference. The author should confirm the applicable institutional requirements before collecting or reporting human-participant data.

Data availability: The numerical values included in this draft are simulated and are not a respondent dataset. Genuine raw data should be retained and made available as appropriate if an empirical version is prepared. Use of AI: The journal guidelines request disclosure of AI tools. The author should confirm the extent of AI-assisted writing or editing and make a disclosure consistent with the journal's policy.

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