NEON GORILLA

GROWTH FORECAST · PREPARED FOR YOU

Harbourline Recruitment: who to reach, how, and what it is worth

Built from your answers, your market and our live campaign data: your ideal buyers, how many of them there are, how we would reach them, and a forecast of meetings and revenue with what it costs.

PREPARED FOR

Harbourline Recruitment
Sam Whitfield, Managing Director

BASED ON	PREPARED BY	ISSUED	REFERENCE
Your answers, 22 Oct 2026	**Neon Gorilla research team**	**22 October 2026**	**NG-GF-1026-0001**
Plus market and campaign data	Reviewed by Ben Fildes	Pilot offer valid 7 days	Example report

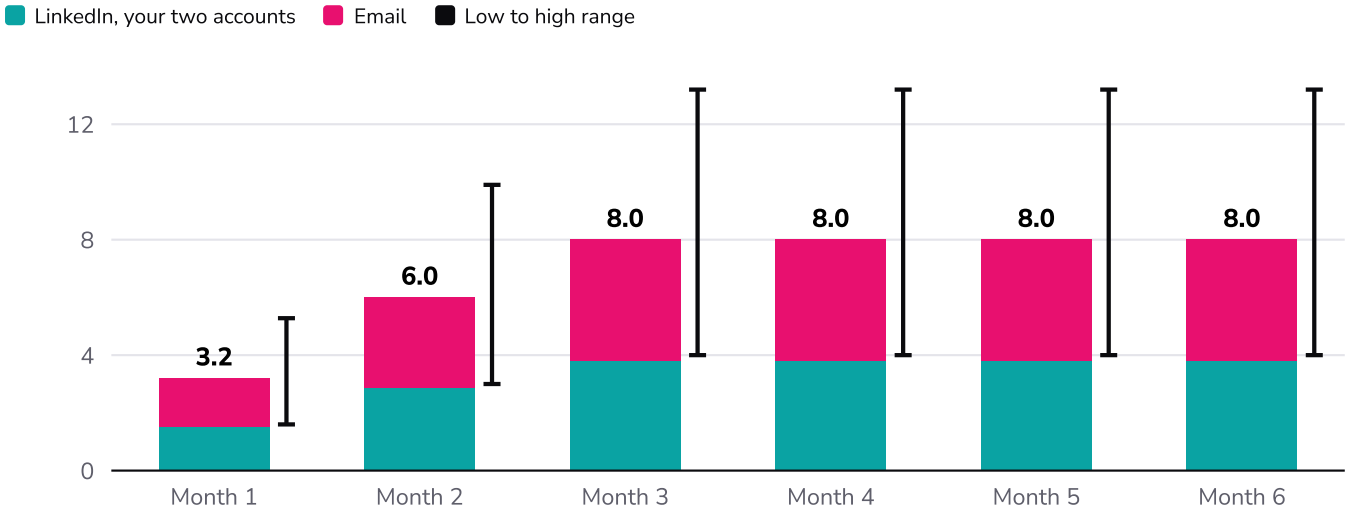
01 · THE PICTURE IN ONE PAGE

About 8 new client meetings a month, at around £375 each

You want to go from 2 to 5 new clients a month. LinkedIn from your two salespeople, dedicated email inboxes and a call within 24 hours of interest should book about 8 meetings a month from month 3. At your 25% close rate, that is 2 new clients a month.

4,820	4–13	£375	£144k
COMPANIES THAT FIT YOUR IDEAL CLIENT	MEETINGS A MONTH FROM MONTH 3 (EXPECTED 8)	EXPECTED COST PER MEETING (RANGE £227–£750)	FIRST-YEAR CLIENT VALUE FORECAST IN SIX MONTHS

Meetings a month, first six months, by where they come from



1 · REACH

1,300 buyers a month

Each approached on LinkedIn and by email. Your 7,900 decision makers are all reached in about six months.

2 · SPEED

Called within 24 hours

Everyone who shows interest is rung the next working day. We make as many calls as it takes to book them.

3 · RETURN

8x first-year value

£144k of forecast client value against £18,000 over six months, at your 25% close rate.

Read it like this. Teal and pink stack to the expected forecast; the black line shows the low to high range. LinkedIn and calls are forecast from our own live campaigns. Email uses published industry benchmarks until your own results replace them. It is a forecast, not a promise.

02 · WHAT YOU TOLD US

Your business in your words

These answers drive everything that follows. They also become the brief for your AI agent, the assistant that writes and replies in your voice once we go live.

YOUR IDEAL CLIENT

Operations directors and HR heads at UK manufacturers with 50 to 500 staff, mainly in the North West and Midlands. Struggling to fill skilled engineering roles, losing output to unfilled shifts.

THE MAIN PROBLEM YOU SOLVE

Technical vacancies, such as maintenance engineers, multi-skilled fitters and controls engineers, that sit open for 60 days or more and stall production.

RESULTS CLIENTS SEE

Roles filled in 21 days on average. 92% of placements still in post after 12 months.

YOUR BEST SUCCESS STORY

Filled 14 maintenance engineer roles for a Midlands food manufacturer in eight weeks, after two agencies had failed for six months.

WHAT MAKES YOU UNIQUE

Engineers recruiting engineers. Every consultant came from the trade, so candidates are vetted by people who have done the job.

WHY CLIENTS CHOOSE YOU

Fixed fees, and a six-month rebate if a placement leaves.

Your numbers

WHAT YOU TOLD US	ANSWER	HOW WE USE IT
Average first-year value of a new client	£14,000	Turns meetings into forecast revenue
Meetings that become clients	25%	Your close rate, applied to forecast meetings
New clients a month today, and target	2 → 5	Sets the gap the plan has to close
Where clients come from today	Referrals, job boards	No outbound yet, so LinkedIn is new reach
Team size, and people selling	12, 2	Two LinkedIn accounts: you and your senior consultant

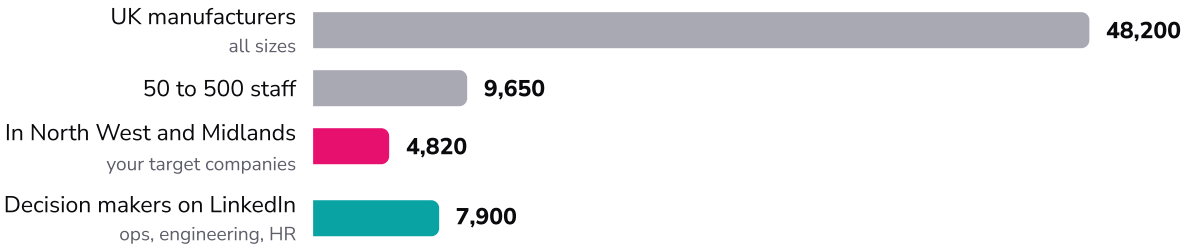
03 · YOUR MARKET

4,820 companies, 7,900 people to talk to

We start from every UK manufacturer and narrow to the ones that match your ideal client, then count the decision makers we can reach on LinkedIn.

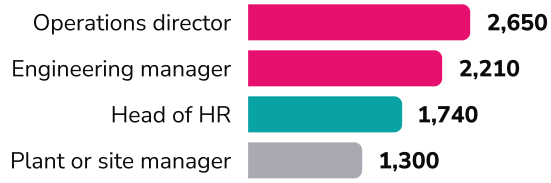
From all manufacturers to your reachable market

Company counts from our company database (Explorium), filtered by industry, headcount and region.



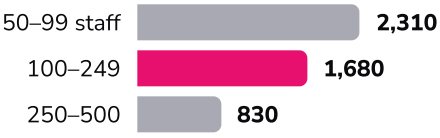
Decision makers by role

At the 4,820 target companies.



Target companies by size

Headcount bands.



WHAT THIS MEANS

At about 1,300 connection requests a month across two accounts, it takes around six months to approach every decision maker once. The market will not run dry in a pilot, and we can be choosy about who goes first: companies currently advertising engineering roles.

04 · YOUR IDEAL BUYER

The operations director with an empty shift

Your buyer rarely searches for a recruiter. They feel the problem as lost output, overtime and missed orders. The message has to start there.

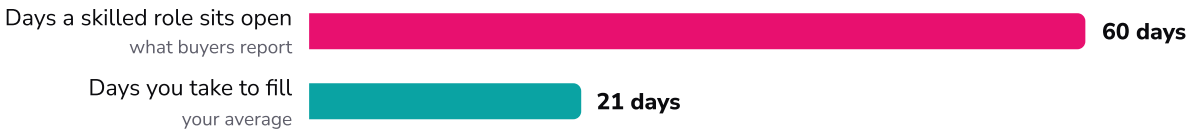
WHO THEY ARE

Operations or engineering director, sometimes Head of HR. Site-based, time-poor, judged on output and uptime. Has used agencies before and been let down.

WHAT TRIGGERS A CONVERSATION

A maintenance or controls role advertised for 30+ days. A new contract or production line. A site expansion. A recent agency failure.

Where their pain shows up



How we would open, in your voice

CONNECTION NOTE

"Saw you're hiring a maintenance engineer at the Warrington site. Our consultants are ex-engineers themselves, which tends to help with those roles."

FIRST MESSAGE AFTER CONNECTING

"How long has the role been open? We filled 14 like it for a Midlands food manufacturer in eight weeks, after two agencies hadn't. Worth a 15-minute chat?"

How you compare

WHAT BUYERS HEAR	TYPICAL GENERALIST AGENCY	HARBOURLINE
Who vets candidates	Recruiters with sales backgrounds	**Ex-engineers**
Time to fill	Not stated, often 45 to 60+ days	**21 days on average**
Risk	Percentage fee, short rebate	**Fixed fee, six-month rebate**

05 · HOW WE WOULD REACH THEM

Four layers, one engine, sized to your target

Your sales team sets how much LinkedIn we can use. Email carries the rest of the volume your target needs. Enrichment makes sure we reach the person, and calls turn interest into meetings.

1 · LINKEDIN, YOUR TEAM'S ACCOUNTS

Two accounts, you and your senior consultant, at safe daily volumes. About 650 connection requests each a month.

2 · EMAIL, OUR DEDICATED INBOXES

6 inboxes on 3 domains set up for you, so your main domain is never at risk. About 3,700 emails a month once warmed up.

3 · ENRICHMENT

Verified work emails, direct numbers and LinkedIn profiles for every buyer, so outreach reaches the person, not the reception.

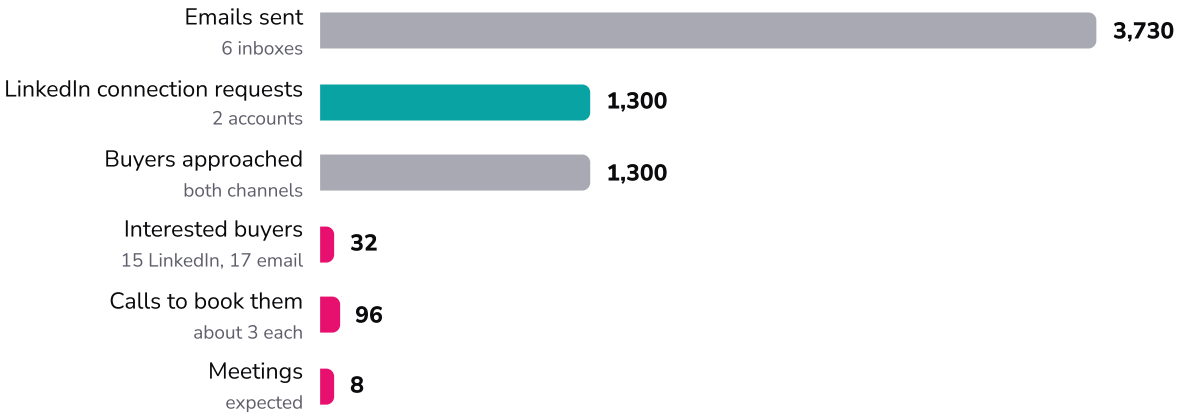
4 · CALLS ON INTEREST

Anyone who replies with interest is rung within 24 hours, with as many calls as it takes to book the meeting.

One buyer's first ten days

	DAY 0	DAY 1	DAY 3	DAY 5	DAY 7	DAY 10
LINKEDIN	**Connect** Note naming their open role	**Message** Once connected		**Proof** The 14-role story		
EMAIL		**Email 1** The empty shift		**Email 2** Case study		**Email 3** Short, direct
PHONE			**Call** Within 24h of interest		**Follow-up call** Until booked	

Monthly volumes at full pace



06 · THE FORECAST

Built on real results, channel by channel

LinkedIn and calls are forecast from what our own live campaigns delivered between August and October 2026. Email uses conservative published benchmarks until your campaign produces its own numbers.

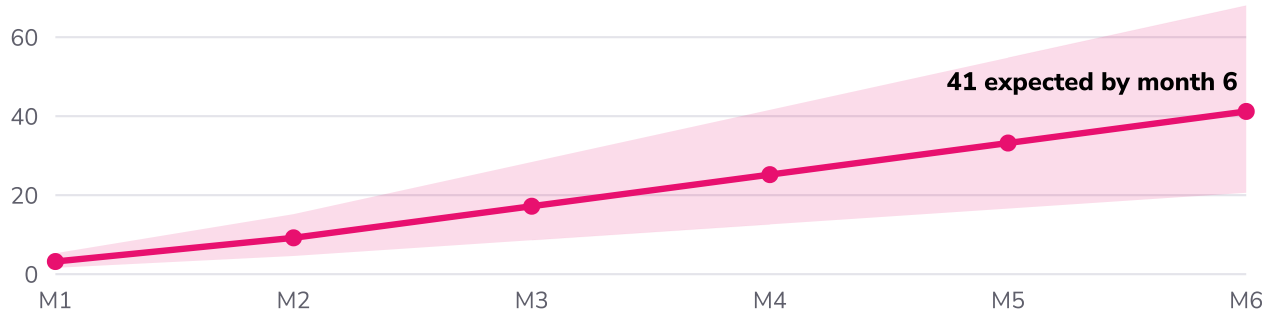
CHANNEL	RATE WE USE	SOURCE
LinkedIn	7.6 interested buyers per account a month	Our campaigns: 6 accounts, 1,710 new connections, 136 interested, Aug–Oct 2026
Email	3 to 6 interested replies per 1,000 emails (expected 4.5)	Published 2026 benchmarks: positive replies of 0.3–0.6% of emails sent
Interest to meeting	15% to 35% (expected 25%)	Our campaigns: 136 interested, 21 to 48 meetings held

Your forecast

Month 1 runs at 40% while the new email inboxes warm up, month 2 at 75%, then full pace.

MONTH	BUYERS APPROACHED	INTERESTED	MEETINGS (LOW–HIGH)	EXPECTED MEETINGS	EXPECTED CLIENTS
1	520	13	1.6–5.3	3.2	0.8
2	975	24	3.0–9.9	6.0	1.5
3 to 6, each	1,300	32	4.0–13.2	8.0	2.0
Six months	**6,695**	**165**	**20.6–68.0**	**41.2**	**10.3**

Cumulative meetings



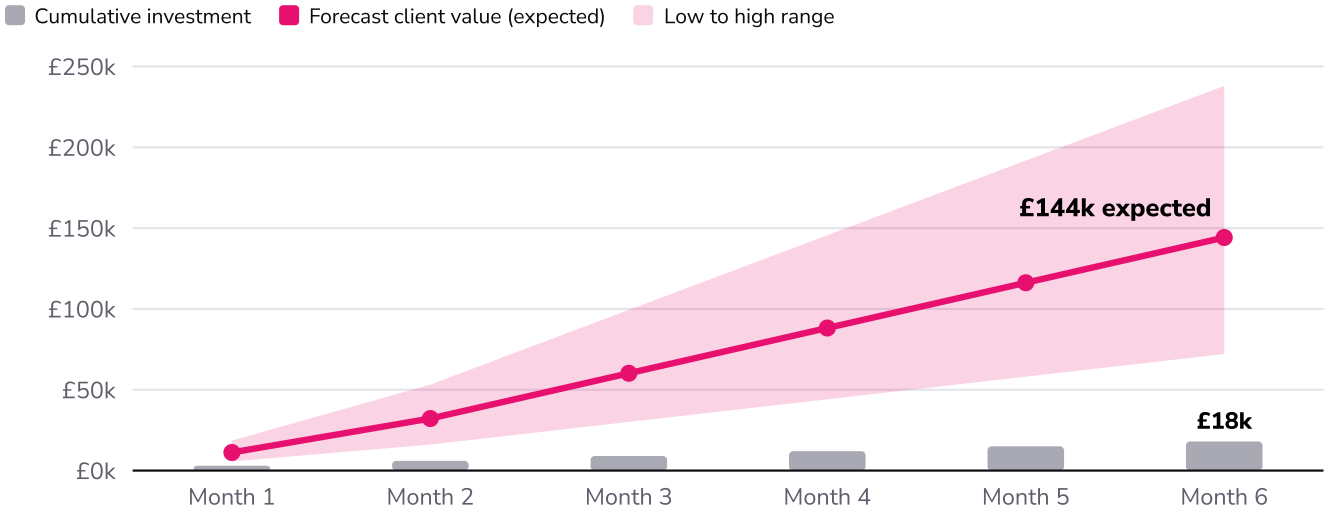
07 · THE MONEY

£18,000 in, £144,000 of client value forecast

At your 25% close rate and £14,000 first-year client value, one new client covers more than four months of fees, the first is expected in month 1 or 2, and the six-month forecast returns 8 times what it costs.

£3,000	£375	£1,500	10
A MONTH, ALL-INCLUSIVE (+ VAT)	EXPECTED COST PER MEETING	EXPECTED COST PER CLIENT WON	NEW CLIENTS FORECAST IN SIX MONTHS

Investment against forecast client value, cumulative



All prices exclude VAT.

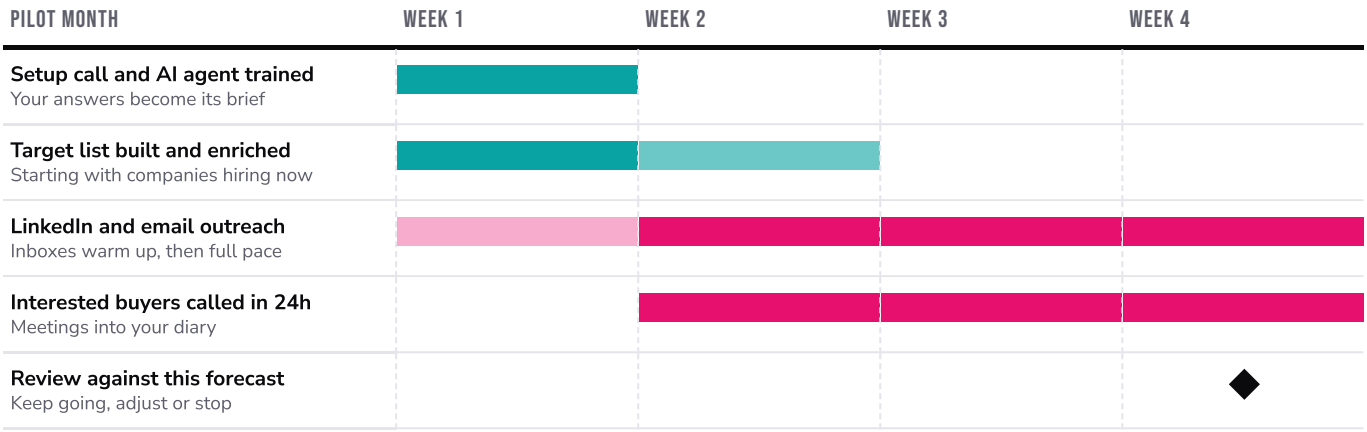
What the monthly fee covers

ITEM	MONTHLY	INCLUDES
Your outbound engine, run by us	£3,000	Target lists and enrichment, LinkedIn for your sales team, dedicated email domains and inboxes, your AI agent, every reply handled, and as many calls as it takes to book interested buyers. + VAT
Setup fee	~~£3,000~~ £0	Waived if you start your pilot within 7 days of this report

08 · YOUR PILOT

Thirty days to prove the forecast

The pilot runs the plan in this report for a month, with weekly numbers on a board you can see, so you judge it on results, not on this forecast.



PILOT OFFER

~~£3,000~~ £0 setup

Book a call with the team behind this report within 7 days and we waive the £3,000 setup fee on your pilot. After that it applies as normal.

OFFER ENDS
29 Oct
2026, MIDNIGHT

What we need from you

- [ ] A 30-minute setup call (book it from the email this report came with)
- [ ] Access to your LinkedIn account and your senior consultant's
- [ ] Two or three client stories we can name, or describe without naming

09 · HOW WE BUILT THIS

Sources, method and assumptions

Every number in this report comes from one of five places. Nothing is invented, and the forecast range is wide on purpose.

WHAT	SOURCE	USED FOR
Your business	Your answers on 22 October 2026	Ideal client, proof, client value, close rate
Your website and positioning	Research of your site and public profiles	Messages, comparison, your voice
Market size	Explorium company and people data	Target companies, decision makers, size bands
LinkedIn and meeting rates	Neon Gorilla live campaigns, 6 accounts, Aug–Oct 2026	Interest per account, interest to meeting
Email rates	Published 2026 cold email benchmarks (positive reply rate 0.3–0.6%)	Interest per 1,000 emails, until your own results replace them

Assumptions to check with us

- [ ] Your 25% close rate and £14,000 client value hold for clients won this way.
- [ ] Your ideal clients respond at rates similar to the B2B buyers in our campaigns and the published email benchmarks. Manufacturing leaders may be lower; the low range allows for it.
- [ ] Email inboxes are warmed for two to three weeks before full volume, which is why month 1 runs at 40%.
- [ ] Both LinkedIn accounts stay in good standing and run at safe volumes.
- [ ] Interested buyers are called within 24 hours. Slower follow-up lowers meeting rates.

> This is a forecast built on real data, not a guarantee of results. The pilot exists so you can test it against your own numbers before committing further.

NEON GORILLA

NEXT STEP

Meet the team behind your report

A 30-minute call to walk through your forecast, answer your questions and, if it fits, lock in your pilot with the setup fee waived.

neongorilla.co.uk/book

£3,000 setup fee waived when booked by 29 October 2026

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