

FOR STAFFING & RECRUITING AGENCY OWNERS

How to monitor 347,000+ hiring sources at once.

And turn them into clients for your staffing or recruiting agency.

WELCOME

Most recruiting outreach is a coin flip. This guide isn't.

If you run a staffing or recruiting agency, you already know the hardest part isn't placing candidates. It's finding companies that actually need help *right now*. Not last quarter. Not when they get around to it. Right now.

This playbook walks you through a different way to prospect: one built around real-time hiring signals instead of recycled lead lists. By the end, you'll have a repeatable system for spotting companies in active hiring pain, and a way to reach them before every other agency in your market does.

347K+

HIRING SOURCES
MONITORED

211M

JOB POSTINGS
INDEXED

3x

TYPICAL LIFT IN
REPLY RATES

WHO THIS IS FOR

Founders and BD leads at staffing, recruiting, exec search, RPO and contract placement firms who are tired of competing on the same lists as every other agency in their niche.

SECTION 01

THE PROBLEM

How most recruiting agencies prospect (and why it's getting harder every quarter)

Walk into almost any staffing agency and the prospecting playbook looks roughly the same. A scraped Apollo list. A few saved LinkedIn searches. Maybe a VA checking Indeed for “hiring now” postings in a handful of cities. Then a generic email blast that opens with “I noticed you’re growing...”

The problem isn't effort. The problem is that every other agency in your niche is working from the exact same inputs.

Here's what that looks like in practice:

- **Same lists, same companies.** Most agencies buy or build prospect lists from the same two or three data providers. Your “ideal client” is getting six versions of the same pitch this week.
- **No buying signal.** A company being the right size and industry tells you nothing about whether they need help *today*. You're guessing.
- **Manual job board checks.** Watching Indeed and LinkedIn by hand caps you at a tiny slice of the market and burns hours that should be spent on outreach.
- **Generic messaging.** When you don't know *why* a company is in pain, your email has to be vague, and vague emails get deleted.

THE REAL ISSUE

You're not losing deals because your service is weak. You're losing them because you're reaching out to companies who don't have a problem yet, or who already hired someone two weeks ago.

SECTION 02

THE SHIFT

Why job postings are the most powerful buying signal in recruiting

A company posting an open role is doing something very specific: publicly admitting they have a problem they haven't solved internally. Now multiply that. A company posting *five* open roles is broadcasting, to anyone paying attention, that they're behind on hiring, their internal team is stretched, and they have budget approved.

That's the trifecta you almost never get on a cold list: **urgency, budget, and pain**, in the open, with a date stamp.

Compare the two starting points:

Cold list prospect	Active hiring signal prospect
Right size and industry, maybe	Right size and industry, confirmed
No idea if they need help	Just posted 3 roles in 14 days
No timing trigger	Pain is fresh, today
Generic pitch	Reference the exact role and team
Competing with 20+ agencies	Often first or second to reach out

Random cold outreach asks a stranger to care about your service. Hiring-signal outreach shows up at the exact moment they need it. It's a completely different conversation, and it converts like one.

SECTION 03

THE DATA SOURCE

The single source most agencies don't know exists

Here's the part no one tells you: you don't have to monitor job boards manually. You don't have to choose between Indeed, LinkedIn, ZipRecruiter, Greenhouse, Lever, Workday, company career pages, niche industry boards, and the hundred others you've never heard of.

There is a single platform that aggregates **347,000+ hiring sources** into one searchable database. It pulls **211 million job postings** from **195 countries**, updates in real time, and lets you filter the whole thing by role, location, company size, industry, salary range, tech stack, and many other filters.

Instead of checking job boards, you query the entire hiring market.

THE TOOL WE USE INTERNALLY

The platform is **TheirStack**. It's what we use at Furum Consulting to build target lists for our own staffing and recruiting clients. Take a look here:

<https://theirstack.com?aff=VrXcd3TrLiyE>

It's trusted by teams at Google, Amazon, IBM, Uber, Zapier, and Workable, but the use case for a staffing agency is simpler than most: it gives you a real-time view of every company in your market that's actively hiring, and how badly.

SECTION 04

THE FILTERS

How to narrow 211 million postings down to your perfect prospect

Volume is useless without filters. The point isn't to look at every job posting on earth. It's to surface the small handful of companies that are *your* ICP, in active pain, this week.

Here's the filter stack we use to build a clean target list:

1. Role type

Start with the job titles your agency actually places. If you're a sales recruiting firm, that's Account Executive, SDR, Sales Manager, VP Sales. If you're an industrial staffing firm, it's warehouse, forklift, machine operator, plant manager. Filter by these titles so every result is a company hiring for a role you can fill tomorrow.

2. Location

Filter to the metros, states or countries you actually serve. There's no point in finding a perfect prospect in Singapore if you only place candidates in the Midwest. Tighten the geography until every result is realistic territory.

3. Company size

This is the most underused filter. You want companies large enough to have budget for an outside agency, but not so large that they have a full internal talent team that handles everything. For most agencies the sweet spot is roughly **50 to 1,000 employees**. Tune to your own ICP.

4. Industry / niche

Finally, layer on industry. If your agency specializes in SaaS, healthcare, logistics or fintech, filter to it. Specialists outperform generalists in cold outreach every single time, and the filter lets you stay in your lane without manual sorting.

QUICK BUILD

Role type + Location + 50–1,000 employees + your industry. That's it. That one query, run weekly, is usually enough to keep an outbound team fed.

SECTION 05

THE ALERTS

How to set up real-time alerts so you're always first in the inbox

Once you've built a query you like, save it as an alert. The platform will notify you the moment a new company matches your criteria, usually within hours of the role being posted.

Why this matters more than any other tactic:

- **Pain is freshest in week one.** A hiring manager who posted a role yesterday is still emotionally bought into solving it. By week four, they're numb to recruiter outreach.
- **You beat the agencies still working off monthly lists.** Most of your competitors prospect in batches. Alerts let you prospect continuously.
- **You earn the "how did you even find us" reaction.** Reaching out within 24–48 hours of a posting going live makes you look plugged-in, not pushy.

Setup, in plain English:

- Build the filtered search from Section 4.
- Save it as an alert with a name like "SaaS · US · 100–500 · 3+ sales roles".
- Choose your notification cadence. Daily digest works for most agencies; real-time is best for high-velocity niches.
- Route the alert into whatever you already use: inbox, Slack, or straight into your outbound tool.

Total setup time: about 10 minutes. Then it runs forever.

SECTION 06

THE READ

How to read a job posting as a buying signal

This is where most agencies stop short. They find the company, they see the open role, and they send a generic pitch. But the job posting itself is a confession. If you read it carefully, it tells you exactly what's broken inside that company.

A few patterns we look for:

- **Posting for 3+ internal recruiters**

Their TA team is underwater. They're trying to scale hiring and can't keep up. Lead with: *"Looks like you're scaling the recruiting function. Want extra capacity while you ramp?"*

- **Reposting the same role for the 3rd time**

They're not finding the right candidate. Their pipeline is weak or their JD is wrong. Lead with: *"Saw you've been hiring for [role] since [month]. We've placed [X] of these in the last 90 days, happy to share what's working."*

- **Unusually high salary band for the role**

They're desperate, or the role has been open so long they're throwing money at it. Either way, urgency is high and willingness to pay is proven.

- **Multiple roles on the same team**

Often a sign of a major project, funding event, or product launch. Worth checking their news / LinkedIn for context, then referencing it directly in the email.

- **Role open 60+ days with no updates**

Internal recruiting has effectively given up. This is the easiest "we'll take it off your plate" conversation you'll have all month.

- **New leadership hire + a wave of open roles**

A new VP or Director is building out their team. They have political pressure to hit headcount fast and rarely have time to manage it alone.

THE TAKEAWAY

Every job posting is a free piece of intel. The agencies that win aren't the ones with the biggest lists. They're the ones who read what's already on the page and use it in the very first sentence of their outreach.

SECTION 07

THE NEXT MOVE

What to do once you have the lead

Finding the right prospect is half the work. The other half is what you do in the first 90 seconds of their attention.

When you reach out to a company you've identified through hiring signals, the email should sound like it could only have been written to *them*. Reference the specific role, the team, the location, the volume. Whatever you saw that triggered the outreach in the first place. That single shift is usually the difference between a 1% reply rate and a 10% reply rate.

A simple opener that works:

TEMPLATE

"Saw you've got [3] open [Sales] roles across [Austin] right now, including the [Enterprise AE] one that's been live since [date]. We help [B2B SaaS] teams in your size range fill these in [under 30 days] without a retainer. Worth a 10-minute call this week?"

It's specific. It proves you actually looked. It anchors on a problem they know they have. And it asks for a small, easy next step.

If you'd rather not run this yourself

Everything in this guide is something you can absolutely do in-house. The platform is straightforward, and the playbook is on these pages. The catch is that doing it well takes consistent time: building the lists, writing the sequences, warming domains, managing replies, iterating on what's working.

That's the part we do for staffing and recruiting agencies at **Furum Consulting**. We run the full cold email system on your behalf, using hiring signals as the trigger and your agency's voice in the inbox. If you'd rather skip the build and start with booked calls on the calendar, that's the easiest way to plug this in.

READY TO TURN HIRING SIGNALS INTO CLIENTS?

Two ways to take this further:

1. Try the platform yourself. <https://theirstack.com?aff=VrXcd3TrLiyE>
2. Have us run the outbound for you. Reply on the platform that sent you this PDF and we'll set up a quick call, or visit furumconsulting.com.