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To Whom It May Concern:

Late in 2009 the team at HS&P wanted to bring the new business function in-house. Having outsourced the prospecting role historically (with mixed results) we wanted a more consistent and focused way of building relationships and setting up meetings with prospects.

Of course we thought about using a normal recruitment consultancy and asked around to see if anyone was in the market but after meeting with the Blossom team we were impressed with their 360-degree approach.

Blossom moved quickly to find us a pool of candidates for us to choose from. It was clear from the calibre we met that Blossom not only fully understood our proposition from the outset, but also showed an unusual appreciation for the type of person that fits in culturally at HS&P.

Tim, our chosen candidate and someone now thriving in the role, spent 3 months with Blossom learning all the tricks of the trade, from best practise prospecting to data management through to understanding how to deploy our marketing initiatives.

Furthermore Blossom worked with us to refine and distil our message, ensure all our data and targeting was developed and transferred seamlessly and put the metrics in place that set the wheels in motion for hitting our goals. We have a great team member in Tim and I would recommend Blossom as an excellent and different alternative to traditional recruitment routes to any agency looking to grow or start a new business team in-house.

Kind regards,

Sam Ellis
Business Development Manager