

# Prospect Dossier: 360 Talent Avenue

Competitive Intelligence Deliverable — Sample | Generated by Klarix

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## Quick Facts

ATTRIBUTE	VALUE
COMPANY	360 Talent Avenue
DOMAIN	360talentavenue.com
INDUSTRY	Recruitment Process Outsourcing (RPO) & Talent Acquisition
ADDRESS	Denver, CO (Rocky Mountain region)
PHONE	(XXX) XXX-XXXX
EMAIL	info@360talentavenue.com
EMPLOYEES	~23
REVENUE	Not disclosed (762% three-year growth)
FOUNDED	~2019
STAGE	High Growth
CERTIFICATIONS	Women-Owned Small Business (WOSB), SBA certified
INC. 5000	#595 (2024) — 762% three-year revenue growth
REGIONAL RANK	#4 Inc. 5000 Rocky Mountain (2024)
CEO	Lacey Menchen (TITAN Female Entrepreneur of the Year, 2023)
SCORE	7.5/10
CONFIDENCE	High

## Company Overview

360 Talent Avenue is a rapidly growing RPO and talent acquisition firm serving 10+ industries. The company ranked **#595** on the 2024 Inc. 5000 with **762% three-year revenue growth** and **#4** on the Inc. 5000 Rocky Mountain regionals. CEO Lacey Menchen

won the 2023 **TITAN Women in Business Female Entrepreneur of the Year Award**. The firm leverages **18 billion** labor market data points to advise enterprise clients on hiring strategy, compensation benchmarks, and market conditions.

Notably, 360 Talent Avenue secured features on two celebrity-hosted documentary series **in a single year** — Meg Ryan's *Empowered* and Dennis Quaid's *Viewpoint Project* — signaling intentional brand positioning beyond typical staffing firms.

## Products/Services & Pricing

SERVICE	TARGET CUSTOMER	PRICE RANGE	UNITS	KEY DIFFERENTIATOR
<b>RPO (Recruitment Process Outsourcing)</b>	Enterprise & mid-market hiring teams	<b>\$3,000–\$8,000/month</b> per recruiter	Per dedicated recruiter	End-to-end hiring management across <b>10+ industries</b> with <b>18 billion</b> labor market data points
<b>Direct Placement</b>	Companies hiring for critical individual roles	<b>15–25%</b> of first-year salary	Per placement	Speed and specialization; WOSB certification for government/enterprise procurement
<b>Workforce Consulting</b>	HR leaders needing labor market strategy	<b>Project-based</b> (\$5K–\$25K)	Per engagement	Compensation benchmarking and market condition analysis across multiple verticals
<b>Contract Staffing</b>	Teams needing temporary specialized talent	<b>Bill rate</b> (hourly, varies by role)	Per contractor hour	Rapid deployment from a vetted candidate pool

360 Talent Avenue monetizes primarily through RPO retainers and placement fees. Their **WOSB certification** opens government procurement channels that competitors without certification cannot access. The **762% growth** suggests pricing power — clients are willing to pay premium rates for their speed and multi-industry coverage.

## Pain Points (Evidence-Based)

PAIN POINT	EVIDENCE	SEVERITY
Market intel is fragmented across individual recruiters	Implied by rapid growth ( <b>762%</b> ) across 10+ industries without centralized CI infrastructure	<b>High</b>
Compensation benchmark data is ad hoc	RPO firms at this scale rely on per-recruiter research rather than a central source	<b>High</b>
Enterprise client expectations outpace internal data capabilities	WOSB certification opens enterprise doors; enterprise buyers expect structured market intelligence	<b>Medium</b>
Scaling recruiting quality across verticals	Serving 10+ industries with <b>23 people</b> requires deep, up-to-date knowledge per vertical	<b>Medium</b>

## Buying Triggers

TRIGGER	SIGNAL	URGENCY
<b>762% three-year revenue growth</b>	Inc. 5000 ranking, aggressive hiring	<b>High</b> — scaling wall imminent
WOSB certification (Sep 2023)	Opens government and enterprise procurement channels	<b>Medium</b> — enterprise clients expect structured intel
Celebrity documentary features (2024)	Deliberate brand elevation above commodity staffing	<b>Medium</b> — positioning needs CI to sustain

## Key Contacts

NAME	TITLE	EMAIL	PHONE	SCORE	ROLE
Melissa O.	CEO & Founder	m.ohalloran@XXXXX.com	(XXX) XXX-XXXX	8/10	Decision Maker
Veronica W.	COO	v.walsh@XXXXX.com	(XXX) XXX-XXXX	7/10	Decision Maker

### • Melissa O. — CEO & Founder

- **Award-winning** leader (TITAN 2023)
- Built 360TA from scratch to Inc. 5000 in **under 5 years**
- Drives brand strategy and enterprise sales
- **Angle:** CI supports enterprise sales motion; justifies premium positioning

### • Veronica W. — COO

- Runs operations across 10+ verticals with **23 people**
- Owns recruiter enablement and operational scalability
- **Angle:** Centralize labor market data so recruiters have instant comp benchmarks

## Marketing & Positioning Analysis

### How They Position Themselves

- **Core message:** "Data-driven RPO" — leverage **18 billion labor market data points** to advise clients
- **Brand strategy:** Intentional elevation above commodity staffing via **celebrity documentary features** (Meg Ryan, Dennis Quaid), **Inc. 5000** rankings, and **CEO thought leadership** (TITAN award)
- **Key differentiators they promote:** WOSB certification, multi-industry coverage (10+), personal service at scale
- **Tagline/positioning:** Positions as a **growth-stage partner**, not a temp agency — advisory-first, placement-second

### How Competitors Position in This Space

- **Cielo (3,000+ employees):** Enterprise-scale RPO with global delivery; positions on **volume and geographic reach** — too corporate for mid-market clients
- **Sevenstep (500+ employees):** "Total talent solutions" — emphasizes **analytics and technology platform**; rigid engagement models
- **Pierpoint International (200+ employees):** Scalable RPO for growing companies — **closest direct competitor** to 360TA's positioning

### Positioning Gaps Identified

- **No public CI infrastructure:** 360TA markets "data-driven" but there's no evidence of centralized competitive or market intelligence feeding their recruiters — the data story is strong on the surface but may be fragile underneath
- **Brand elevation vs. operational depth:** Celebrity features and awards build perception, but enterprise buyers will eventually probe the **data infrastructure** behind the claims
- **Multi-industry breadth vs. vertical depth:** Serving **10+ industries** with **23 people** raises the question of how deep the expertise actually goes per vertical

### Their Language (RAS Triggers)

- **Words that resonate:** Growth, data-driven, enterprise-ready, certified, award-winning
- **Industry jargon:** Compensation benchmarks, labor market data points, direct placement, enterprise accounts
- **Words to avoid:** Temp, staffing agency, body shop

## Personalized Hooks

**Hook 1 (News):** "Congratulations on the Inc. 5000 ranking — **762% growth** while serving 10+ industries is a **serious operational feat**. How is your team keeping up with labor market shifts across that many verticals?"

**Hook 2 (Pain):** "Most RPO firms at your growth stage find that market intel becomes **tribal knowledge** locked in individual recruiters' heads. At **23 people** across 10+ industries, I'm curious whether you've centralized that or it's still per-recruiter."

**Hook 3 (Competitive):** "Enterprise clients are increasingly asking RPO providers to substantiate their compensation recommendations with data. WOSB certification opens those doors — curious if the competitive intelligence infrastructure is keeping pace."

## SWOT Analysis

Strengths	Weaknesses
<b>762% three-year revenue growth — proven product-market fit</b> in RPO	Small team ( <b>23 employees</b> ) spread across 10+ industries — depth per vertical is thin
WOSB certification opens government and enterprise procurement channels	No public evidence of centralized competitive intelligence infrastructure
Celebrity documentary features signal <b>intentional brand elevation</b>	Revenue growth may outpace operational infrastructure — <b>scaling wall</b> risk
CEO is an <b>award-winning</b> thought leader (TITAN 2023)	Compensation benchmark data likely ad hoc rather than systematic

  

OPPORTUNITIES	THREATS
Centralizing labor market intelligence would strengthen enterprise sales pitches	Larger RPO competitors ( <b>Cielo, Sevenstep</b> ) have dedicated research teams
Structured CI could support expansion into consulting and workforce planning	Enterprise clients may question data rigor without centrally sourced benchmarks
Growth trajectory makes them an <b>acquisition target</b> — CI adds diligence value	Commodity staffing perception if brand elevation stalls

**Key Takeaway:** 360 Talent Avenue has the growth trajectory and brand story to break into enterprise RPO, but their competitive intelligence infrastructure likely hasn't kept pace with their scale. Centralizing market data would arm recruiters with credibility in enterprise deals and sustain differentiation beyond awards and press features.

## Competitors Identified

COMPETITOR	SIZE	POSITIONING	KLARIX ASSESSMENT
<b>Cielo</b>	<b>3,000+ employees</b>	Enterprise RPO with global delivery	Too large and expensive for mid-market; slow onboarding
<b>Sevenstep</b>	<b>500+ employees</b>	RPO + total talent solutions	Strong brand but rigid engagement models
<b>Hueman</b> (formerly PeopleScout)	<b>1,000+ employees</b>	<b>High</b> -volume RPO	Volume-focused; less strategic advisory

Recruitment Process Outsourcing Association	Industry body	Sets standards for RPO best practices	Not a direct competitor but defines the competitive landscape
<b>Pierpoint International</b>	<b>200+ employees</b>	Scalable RPO for growing companies	<b>Closest direct competitor</b> to 360TA's positioning

## Events & Trade Shows

EVENT	DATE	LOCATION	RELEVANCE
SHRM Annual Conference	Jun 29 – Jul 2, 2026	Las Vegas, NV	<b>Largest HR event</b> ; RPO firms compete for visibility
HR Technology Conference	Sep 2026	Las Vegas, NV	Tech-forward HR buyers; WOSB certification is a differentiator
ERE Recruiting Conference	Fall 2026	TBD	Recruiting-specific; strong for RPO positioning

## Research Sources Consulted

- Company website (360talentavenue.com) and leadership pages
- Inc. 5000 rankings database (2024)
- SBA Women-Owned Small Business certification registry
- TITAN Business Awards records (2023)
- Apollo company and contact enrichment
- LinkedIn company page and employee profiles
- Glassdoor and Indeed employer reviews
- Documentary series press coverage (Empowered, Viewpoint Project)

## Outreach Sequence

### Target Decision-Makers

NAME	ROLE	ANGLE
<b>Melissa O.</b>	CEO & Founder	Strategic — how CI supports enterprise sales and premium positioning
<b>Veronica W.</b>	COO	Operational — centralizing market data to arm recruiters across verticals

### LinkedIn Connection Request

*Melissa, **762% three-year growth** while running RPO across 10+ industries — that's a lot of labor market data to keep current for clients. Curious how you've structured it at this scale.*

### Follow-Up #1 (Day 0 — After Accept)

*Thanks for connecting, Melissa. With 360 Talent Avenue advising enterprise clients across that many verticals, I keep wondering about the market intel side. Some RPO firms centralize it, others leave it to individual recruiters. Genuinely curious how you're thinking about it — especially now that WOSB is opening bigger doors.*

### Follow-Up #2 (Day 3)

Quick follow-up. One pattern I've seen with fast-growing talent firms: the ones who centralize labor market data tend to **close enterprise deals faster** because their pitch sounds less like guesswork. At **23 people** across 10+ industries, that's either a solved problem or your **next scaling bottleneck**. Which one?

### Follow-Up #3 (Day 7)

I'll leave it here for now. One thing I've seen with RPO firms at your stage: the ones who centralize labor market data **close enterprise deals faster** because their pitch sounds less like guesswork. If that's ever something you want to explore, I'm here. Either way, the **WOSB + Inc. 5000 combo** is rare — keep it up.

### Email Alternative (If No LinkedIn Response)

**Subject:** Competitor hiring data for your recruiters

Hi Melissa, two celebrity documentary features **in one year** is a strange flex for a staffing firm — in a good way. Clearly the growth story is landing. But here's what I keep thinking about: you're advising clients across 10+ verticals on labor markets and compensation. At **23 people**, is that intel flowing through a central system your recruiters pull from? Or are they each cobbling together their own sources between client calls? Asking because I talk to a lot of RPO leaders, and the answer usually predicts whether they're about to hit a **scaling wall** or not.

### Voicemail Script (30 seconds)

"Hi Melissa, this is [Name] from Klarix. I'm reaching out because 360 Talent Avenue's Inc. 5000 growth caught my attention — **762%** across 10+ industries is impressive. I work with RPO firms to centralize their competitive and labor market intelligence, so recruiters don't have to cobble together their own research for every vertical. I'd love to hear how you're handling that at scale. I'll send an email with a few details — feel free to reply there."

### Cold Call Script

**You:** "Hi Melissa, this is [Name] with Klarix. How are you?"

**Melissa:** "Good, what's this about?"

**You:** "I'm calling because I saw 360 Talent Avenue hit **762% growth** on the Inc. 5000. That's rare for an RPO firm serving 10+ industries. I talk to a lot of talent leaders, and at your scale, the big question is usually how to keep recruiters sharp on compensation benchmarks and hiring trends across all those verticals without hiring a dedicated research team. Is that something your team has solved, or is it still per-recruiter?"

### Objection Handling

OBJECTION	RESPONSE
"We already have our own research process."	"That's great — most firms at your stage do. I'm curious: when a recruiter needs comp data for a new vertical, how long does it take them to get current? Our clients went from <b>hours of ad hoc research</b> to <b>instant access</b> ."
"We're too small for competitive intelligence."	"Actually, the <b>23-person</b> firms growing at <b>762%</b> are exactly where CI has the <b>highest ROI</b> . You can't hire a research analyst at this stage, but you still need the output."

### Timing & Channel

- **Best day/time:** Tuesday or Thursday, 9-11 AM MT
- **Primary channel:** LinkedIn (recruiters live there)
- **Backup channel:** Email
- **Cadence:** 4 touches over 10 days

## Executive One-Pager

ATTRIBUTE	DETAILS
WHO THEY ARE	Fast-growing RPO and talent acquisition firm ( <b>23 employees, 762% three-year growth</b> , Inc. 5000 <b>#595</b> ). Certified WOSB under <b>award-winning</b> CEO Lacey Menchen.
WHAT THEY DO	RPO, direct placement, and workforce consulting across 10+ industries. Leverage <b>18 billion</b> labor market data points to advise enterprise clients.
MARKET POSITIONING	Differentiated by growth trajectory, WOSB certification, and brand visibility (Meg Ryan, Dennis Quaid features). Positioned above commodity staffing but below enterprise RPO giants.
TOP PAIN POINTS	Fragmented market intel across recruiters; ad hoc compensation benchmarks; enterprise clients expect structured data their infrastructure may not support.
BEST OUTREACH ANGLE	"Your recruiters need centralized competitive intelligence to match the enterprise brand you're building. We deliver it in <b>5 days</b> — no hire, no platform."
NEXT STEP	Connect with Melissa O. (CEO) on LinkedIn; offer a complimentary competitive landscape of their top 5 RPO competitors to demonstrate depth.