

# UK AND INTERNATIONAL **B2B** RECRUITMENT.

Finding professionals and business owners  
tailored to your specific requirements.



## OUR EXPERIENCE

With over 25 years of experience, People for Research has established itself as a trusted leader in the participant recruitment industry. Our mission is to source relevant and reliable participants to help you unlock data driven insights. We recruit consumers and business professionals across a wide range of industries, supporting diverse research methodologies. We save you time and remove the complexities of user recruitment by delivering carefully selected participants tailored to your research needs.

● **270+**

clients decide to work with PFR every year

● **2,500+**

participants delivered per month for research projects around the world

● **99.2%**

our participants' attendance rate

● **17**

17 UK government clients, including HMRC, DfE, ONS, DWP, and the IPO

● **98%**

is our participant quality rate, according to our clients

● **98%**

our client's satisfaction score



### **Business profiles we have experience recruiting**

- Industry specific professionals: healthcare, marketing, IT, legal, teachers, sustainability, finance/tax, trade and HR
- SME owners responsible for business growth, funding, and innovation
- Senior decision-makers in small, medium, and large businesses across industries
- Middle managers responsible for operational decisions and the implementation of company strategies

Our strongest industries are **SMEs, Finance, Trade, Logistics, Fintech, Government Services, Healthcare, Education, SaaS, HR and Professional Services.**

## OUR RECRUITMENT METHODS

At PFR, we have been recruiting SME owners, senior decision-makers, middle managers and other professionals across a vast range of industries and locations for the last 15 years. This allows us to confidently offer a solution-driven, consultative service for all our clients.

We assess each brief and use our learnings from past projects to create bespoke delivery plans. All recruitment activities are conducted by our in-house delivery team, we never use third-parties so we can guarantee a high-quality service.

We are continuously growing our internal community of professionals in line with our clients' needs, while leveraging a variety of external methods to ensure reliable business professionals on a continued basis. The range of methods used to recruit include but are not limited to:



### Internal database

We have a continuously growing database of UK and International professionals who have opted in to take part in paid research.



### LinkedIn

This allows us to target on key criteria in your brief, sending tailored direct messages to establish engagement.



### Free find

Reaching out to industry groups, networking groups, federations, accreditation groups, charities and LinkedIn groups.



### Referral campaigns

Asking those in our UK and International and databases to refer friends, family and colleagues in their network.



### Advertising

Facebook, Instagram, LinkedIn and TikTok are our go-to options, but our team will conduct research to understand which country-specific platforms can be used.



### Third-party data platforms

Access to thousands of additional participants, often hidden pools of users. PFR manages the whole process internally to ensure quality.



### Sponsored Emails

Used to target people using Google Analytics, who are known to have been searching for related topics.



### Desk research

Conducting online research to identify data, lists and news to help direct our recruitment approach.



## CRITERIA AND INCENTIVES

This criteria is used to highlight how a brief may become more complex, therefore requiring specialist recruitment methods. The criteria included in each category is not exhaustive. We also suggest a minimum incentive for each group. While the incentive is not always the main driver, it does have to reflect the market average to support engagement and retention through to the day of research.

### Standard criteria

Anywhere in the UK  
or, if international,  
in Europe or USA

### Medium criteria

Anywhere in the UK  
or, if international,  
in Europe or USA

### Complex criteria

Specific location in  
the UK or global  
range



### Professionals

- Range of job titles
  - Any industry
  - Any business size
  - No specific turnover
- 
- Specific job title and/or industry
  - Responsible for specific tasks often relating to their job title
  - Specific business size and/or turnover
  - Specific experience level
- 
- Specific job title, industry
  - Specific experience level
  - Using niche business software or completing niche activities
  - Specific business size/turnover
  - Business-related behavioural criteria
  - Time-sensitive criteria



### Business owners

- Business owner in any industry
  - Micro business
  - Registered with Companies House
  - No specific turnover
- 
- Business owner in a specific industry
  - Responsible for specific tasks in the business
  - SME (up to 249 employees)
  - Registered with Companies House
  - Specific turnover
- 
- Business owner, CEO, MD or in the senior leadership team in a specific industry
  - Responsible for specific tasks
  - Large business (250+ employees)
  - Business-related behavioural criteria
  - Specific experience level/turnover
  - Time-sensitive criteria

### Suggested incentives

60 minutes: **£80**  
90 minutes: **£120**

60 minutes: **£100**  
90 minutes: **£140**

60 minutes: **£120+**  
90 minutes: **£160+**

## PRICING AND LEAD TIME

A breakdown of our pricing and timeframes, plus a list of variables that can impact costs and lead times.



## UK B2B recruitment (prices per head)

**Standard criteria**  
Professionals: **£130-£150**  
Business owners: **£140-£160**

**Medium criteria**  
Professionals: **£160-£180**  
Business owners: **£170-£190**

**Complex criteria**  
Professionals: **£190+** per head or retainer\*  
Business owners: **£200+** per head or retainer\*

3 weeks lead time  
as a standard



## International B2B recruitment (prices per head)

**Standard criteria**  
Starting at **£275**

**Medium criteria**  
Starting at **£300**

**Complex criteria**  
Starting at **£360** per head or retainer\*

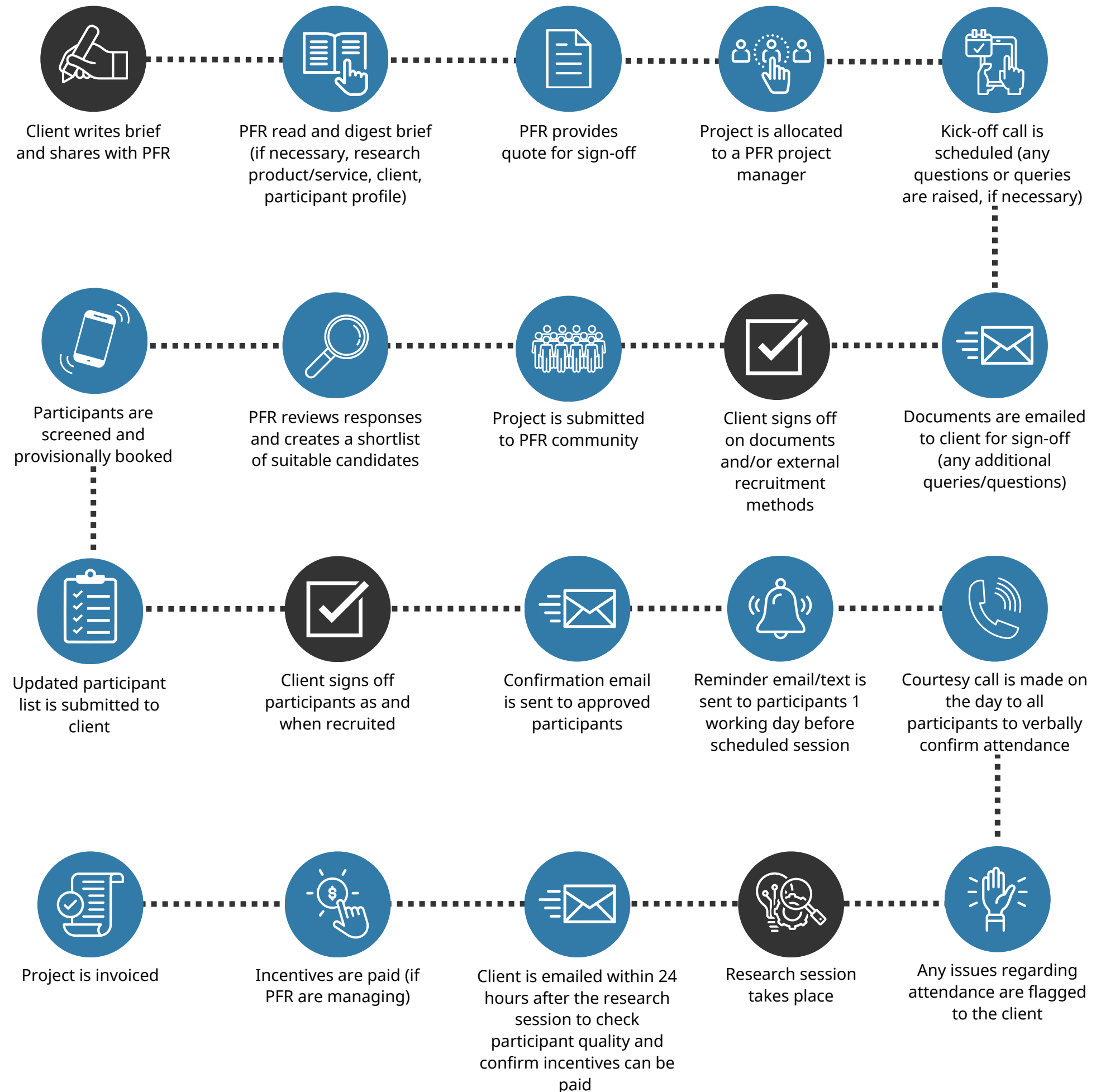
3-4 weeks lead  
time as a  
standard

### What variables impact price and lead time required?

- **Criteria:** the lower the incident rate, the longer the lead time required as multiple recruitment strategies will be needed to achieve full delivery.
- **Profile specifics:** this would include niche business behavioural criteria or time specific criteria, which is not publicly available.
- **Format of the research:** in-person or in home research can see reduced engagement when compared to remote or unmoderated formats due to the broader accessibility and flexibility offered.
- **Time zones:** this can slow down communication between PFR and the participants, resulting in delayed responses and scheduling challenges. PFR may need to adapt their working hours to screen.
- **Additional commitment:** for example, if a participant needs to sign up to a service prior to the session or complete a pre/post-task. The more commitment required, the more challenging it can be to recruit.

*\*A retainer is used when working on a high risk project, it is there to cover the time and resources use to identify and secure the right participants. The retainer is waived when we recruit more than the pre agreed minimum number of participants, at this point you will revert to a per head.*

A step-by-step breakdown of our tried-and-tested recruitment process for moderated research.



## OUR HAPPY CUSTOMERS

Don't just take our word for it – see what our happy clients have to say about their experiences with us.

### A partner rather than a supplier



"PFR are our favourite agency to work with, we feel that they are a partner rather than a supplier. They always ensure they understand your brief, flag any issues early on, they're realistic in their timings and will go above and beyond when you need them to - what more could you ask for!"

### Successfully targeting senior leaders in SMEs



"We've set a tough brief for PFR - the type of user we're targeting are senior leaders in SMEs who are thinking about moving their business to the UK. These are, by their very nature, overseas, so we're using a proxy of individuals who work in a company that is originally from an overseas country and they should also be foreign nationals who have moved here in the last couple of years."

### Super helpful and knowledgeable team



"The PFR team was great to work with! They were super helpful any time we needed anything. They know our users and what we need inside out, and that's due to the prep before recruitment. The agency goes above and beyond to satisfy our requirements."

## GET IN TOUCH

If you have any questions, please get in touch with the team on [info@peopleforresearch.co.uk](mailto:info@peopleforresearch.co.uk) or **+44 (0)117 921 0008**. To get a quote, please click below to fill in our form and we'll get back to you within the next working day. For more information, please read our terms and conditions.

[Empower your research insights. Contact us today.](#)

