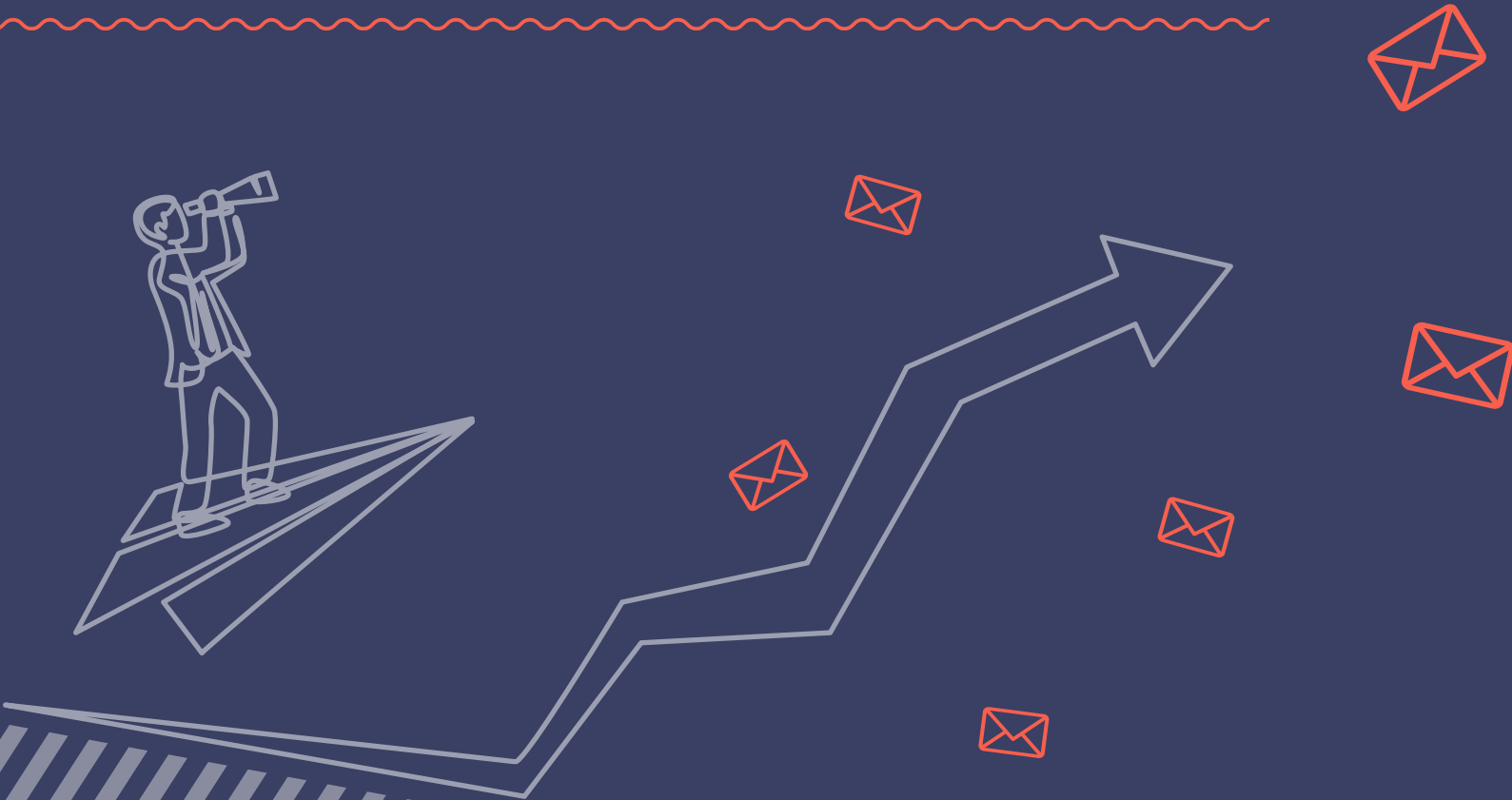# sopro

Selling to the Telecommunications industry

Introduction

## Here at Sopro, we're experts on professional, targeted prospecting.

Prospecting is powerful but only when it's done right. Without honing your targeting skills, and reaching the right prospects in the right way, you won't see the results we know you can achieve.

Every industry needs to be targeted in a different way – there's no one size fits all. That's why we've collated our data to develop this guide.

We've done the research so you don't have to.

The headline stats

US$2,866 b £2,445 b global revenue 2022	8.5% revenue growth	2.4% Sopro lead rate
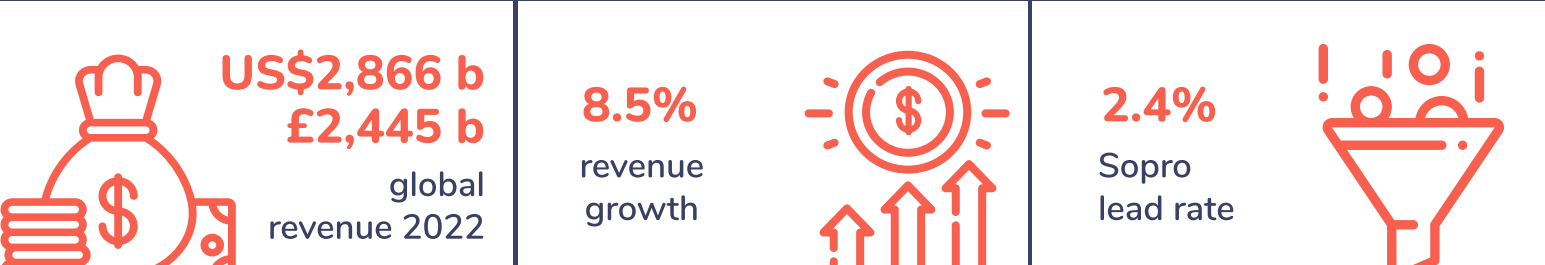
Prospecting is far more than an alternative to outbound marketing channels like cold calling. It's friendlier and any responses are essentially pre-qualified leads.

In a recent survey, 66.7% of existing Sopro clients told us that it provides excellent, very good, or good ROI, far outperforming their responses for SEO, PPC and Social media.

| 95.0% deliverability rate	27.7% open rate	9.0% response rate	2.4% lead rate

When we compare specific telecoms figures to the Sopro average, we can see that this industry is slightly lower than average open, response and lead rates.

Despite this, we see a consistent lead rate that compares favourabily to other channels, and our data shows that open rates have been steadily increasing over the last two years.

Prospecting and the Telecommunications industry

[Research shows](#) that email is the preferred communication method for B2B buyers. Given that telecommunications organisations often deal in direct, succinct communication, this is especially true.

With scattered teams in an industry that's always online, email prospecting is the obvious choice to reach new clients and quickly identify the relevant decision maker.
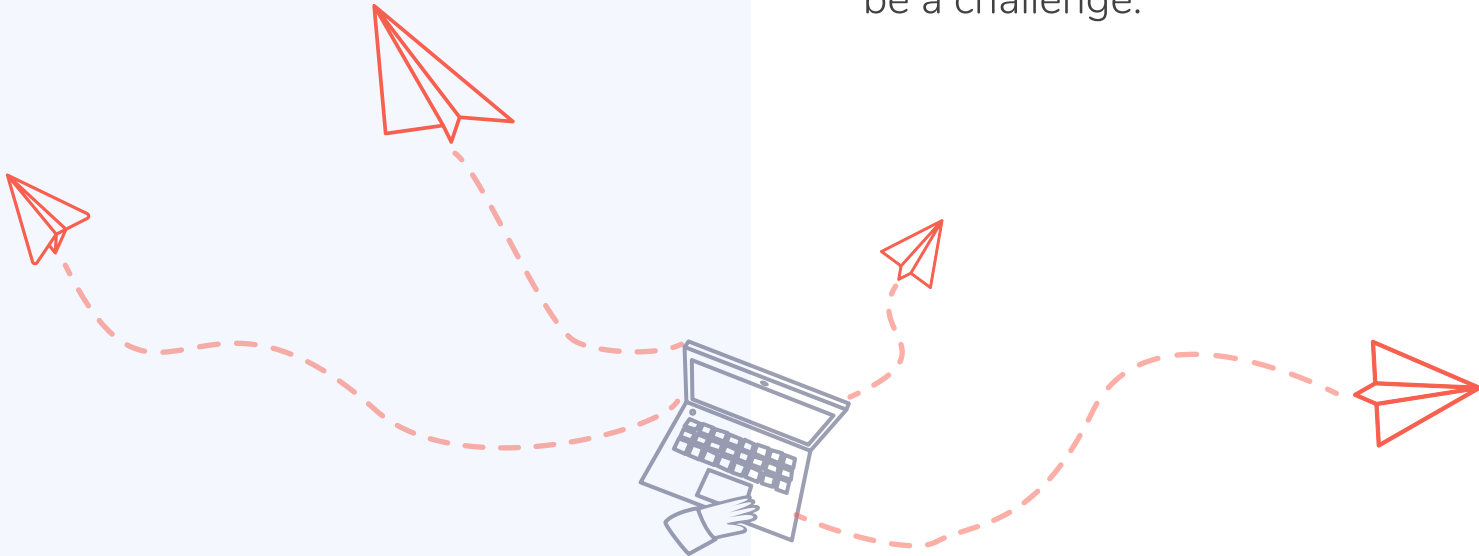
The challenges

The Telecoms industry is huge and covers a broad range of niches. It includes telephone companies, internet service providers and mobile providers. It covers communications hardware equipment for voice, text, data and video, switching, and GPS equipment. It encompasses manufacturers, both wired and wireless carriers, and also resellers, and most organisations are at a global scale.

All this means it's a complex market to tap into. Identifying the right companies, and then finding the right prospects - often across multiple locations, time zones, and teams - can be a challenge.
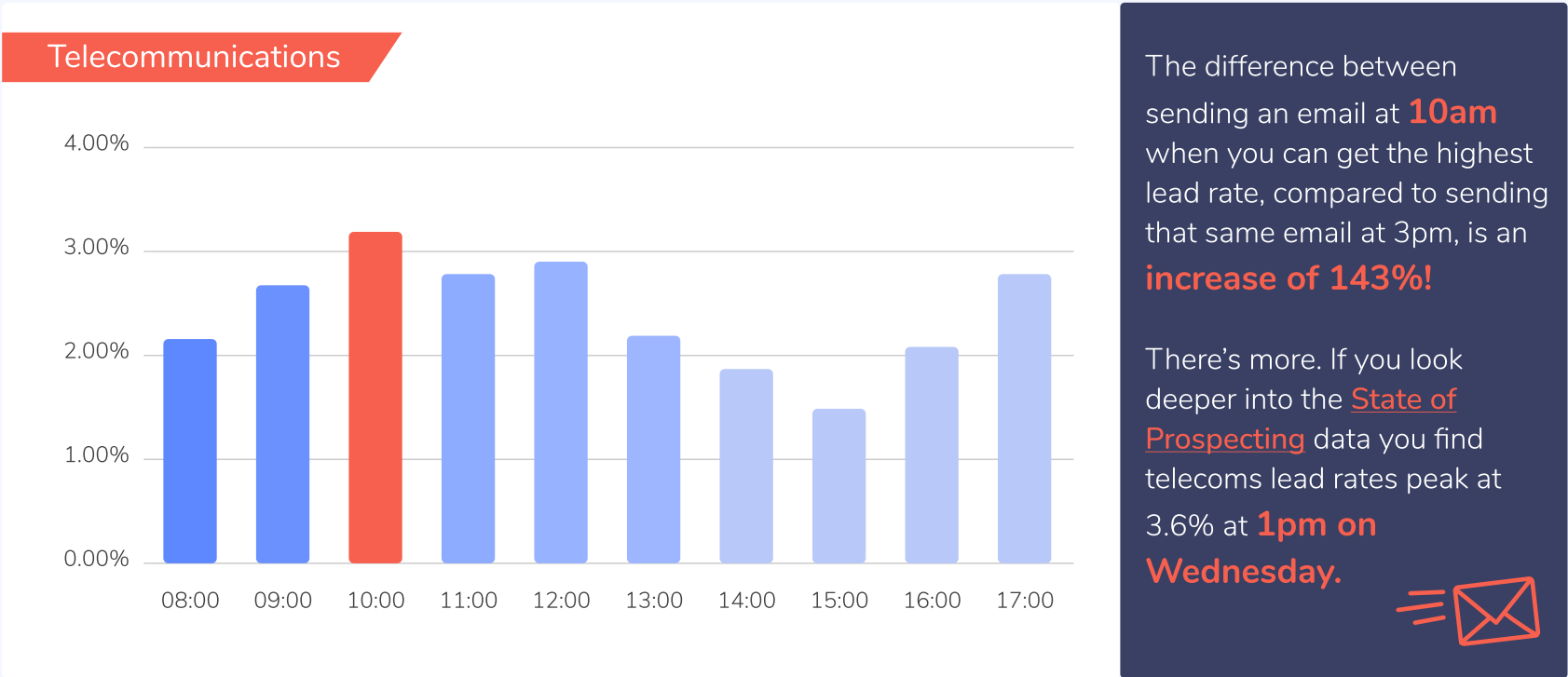
Telecoms trends

With the rise of 5G networks and enhanced technologies such as Internet of Things, the Telecoms industry is expanding exponentially, and this is increasing pressures in some araas that have been a focus for some time.

Speed, connectivity, security and compliance are all more important than every. Additionally, the explosion in data has opened up machine learning and AI oportunities.

The best time to send emails

You can improve Lead Rates with one simple tactic: **when you send your email.**

Telecommunications

4.00%	
3.00%	
2.00%	
1.00%	
0.00%	

08:00 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00

The difference between sending an email at **10am** when you can get the highest lead rate, compared to sending that same email at 3pm, is an **increase of 143%!**

There's more. If you look deeper into the [State of Prospecting](#) data you find telecoms lead rates peak at 3.6% at **1pm on Wednesday.**

Job titles and company size

If your audience includes start ups, you're in luck. "Founder" job titles have one of the highest open rates.

On the other hand, if you reach out to individuals with the job title "Vice President of Technology", don't be disappointed if you don't get a reply.

Tech VPs are considered one of the least polite job titles, with a response rate of just 2.9%.

highest
OPEN RATE
Founder

2.9%
RESPONSE RATE
Tech VPs
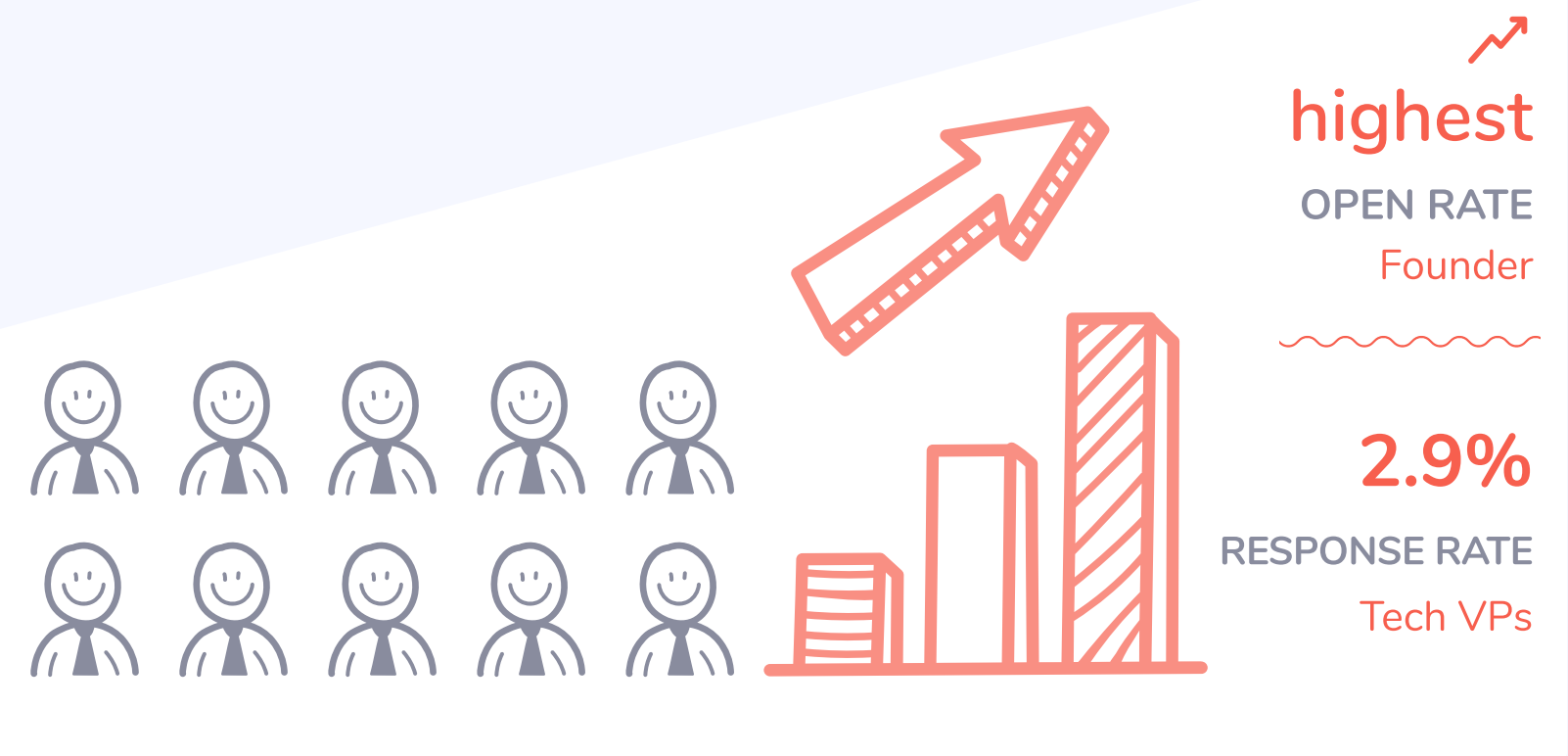
The perfect prospecting email

Your email wording and format matters. The following advice is based on data from tens of millions of emails, so we know what encourages a positive response.

- Personalise your emails, ensuring they sound human
- Avoid overly complex language, lingo and jargon
- Keep your email succinct - 150 words is ideal
- Don't try too hard: when it comes to details less is more
- Ensure your subject line is short, simple and personal
- Review what you've written - would you be happy receiving the email?

Opening	[Morning] Alice,
Softener	I hope you're enjoying the lovely sunshine this week.
Introduction	Allow me to quickly introduce myself. I lead the partnerships team at Commsdreamteam.com, and I wondered if we could have a quick chat later this week or early next week?
Reason for contacting	With our latest innovation, developed just last month, I've spotted a way in which we could help your company. I can run through this with you in just a few mins.
Call to action	Any chance I could grab you for a brief chat on [Friday]… only 10 or 15 mins… If it's more convenient than a call, I can also drop by your office for a quick coffee next week. How's your diary?
Signature	Yours, Signature with no sales title.

Map your market

It's easy to be bamboozled when talking about data. But when it comes down to it, there are just a few things you really need to know.

sopro: The world's best prospecting data

- ✅ Yes, we can reach millions upon millions of people
- ✅ But over 99% of them are irrelevant to you
- ✅ Our skill is finding the right people for your business
- ✅ 41 variables allow our experts to zero in on your target persona

Map your market →

103,343

75% 40% 34% 27% 18% 10%

Source: https://sopro.io/added-value/market-mapper/

No matter what industry you're trying to target – Telecommunications industry or something completely different – we can help.

Sopro has over seven years of experience in acute targeted prospecting. Trust the experts and sell more.

Book a demo:
https://sopro.io/demo/

Call us on
020 3988 3940

Or chat with our experts via the webchat:
https://sopro.io/contact-us/

"

The ROI from the Sopro campaigns were so effective that it gave us confidence as a business to take on an additional member of staff. We're currently seeing a 7% lead rate – which is fantastic. Our sales team rock up to the office, open their inbox, and there are leads in there, ready to go.

Oliver Jenkin
Head of Marketing, moneyinfo

Client reviews

G2	Capterra	Trustpilot	GetApp	Software Advice.
★★★★★ 4.8/5	★★★★★ 4.9/5	★★★★★ 4.6/5	★★★★★ 4.9/5	★★★★★ 4.9/5

Sell more.