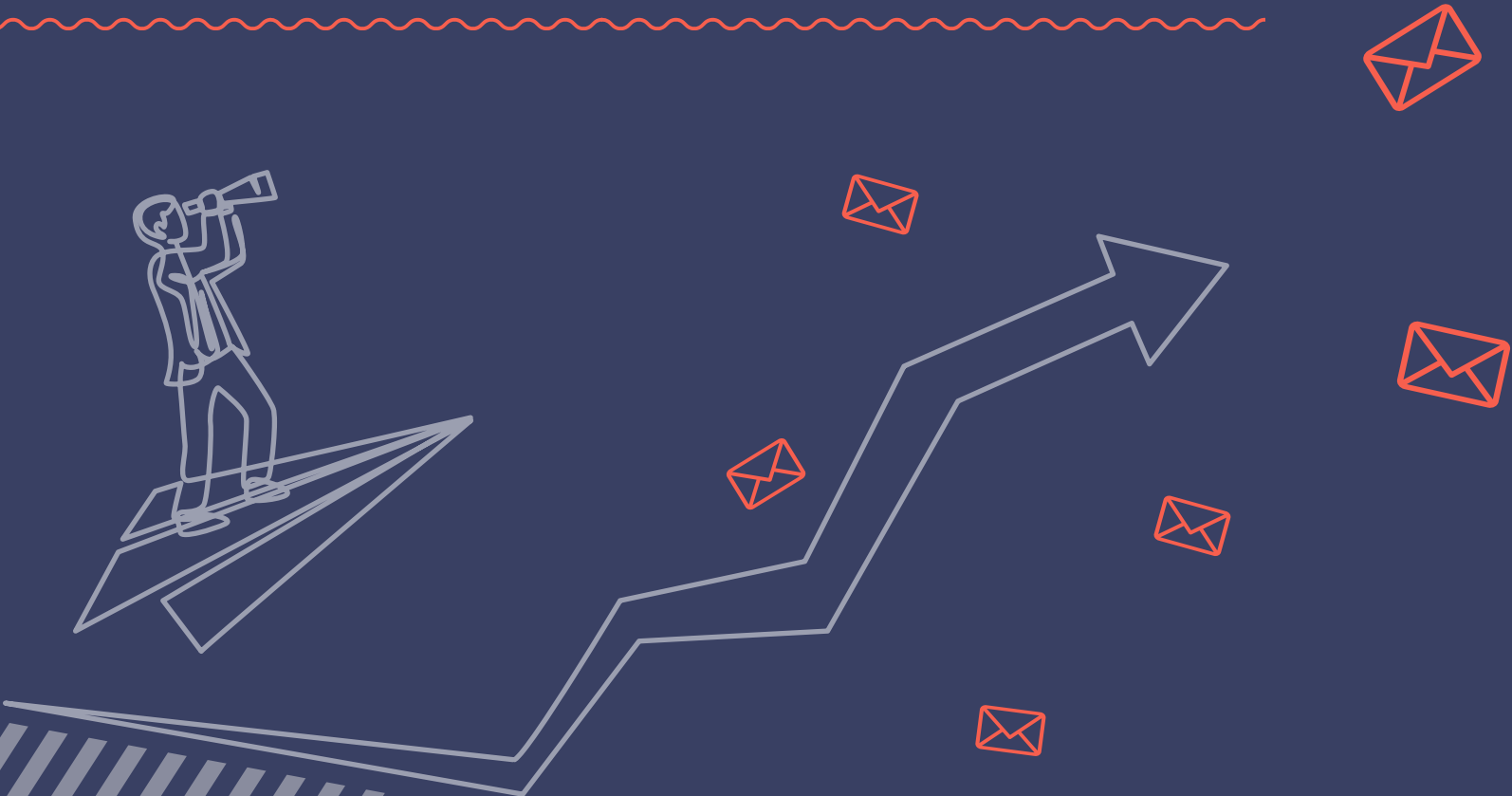# Selling to the Information Technology & Services

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$118 b £99 m global revenue 2022	10.4% revenue growth	2.7% Sopro lead rate
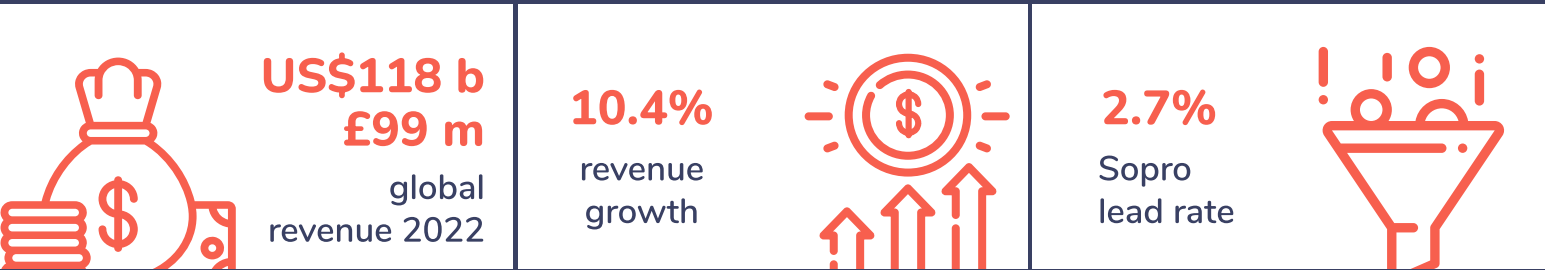
Sopro clients confirm that **email prospecting is the best method of marketing to the I.T. crowd:** it's 2.7 times more effective than PPC and 1.9 times more effective than SEO.

95.9% deliverability rate	33.9% open rate	10.0% response rate	2.7% lead rate

While the IT sector is one of the most prospected industries, results are strong, with a higher-than-Sopro-average Open Rate, which has been increasing in the past two years.

When we compare email prospecting to cold calling there's no competition. Email prospecting is **49.3% more effective at driving leads.** The fact that a prospect has replied and is keen to know more highlights that these **leads are not only high-quality and relevant but also qualified**, making your sales team's job far easier.

Prospecting and the IT and Services industry

Email is the primary choice of communication for most B2B buyers, and this is even more true for IT companies. The industry can be insular at times - always tight-lipped about projects - but it is always online.

Most IT professionals prefer email to calls and so are easier to pitch to through email prospecting. You're more likely to identify the right decision maker by sending a message directly into their inbox.

The challenges

Tech and services are forever in high demand, but it can be hard to understand what each team is responsible for, or what each role involves.

This jargon heavy industry can also be somewhat introspective. Getting your message to the right person is the main challenge.
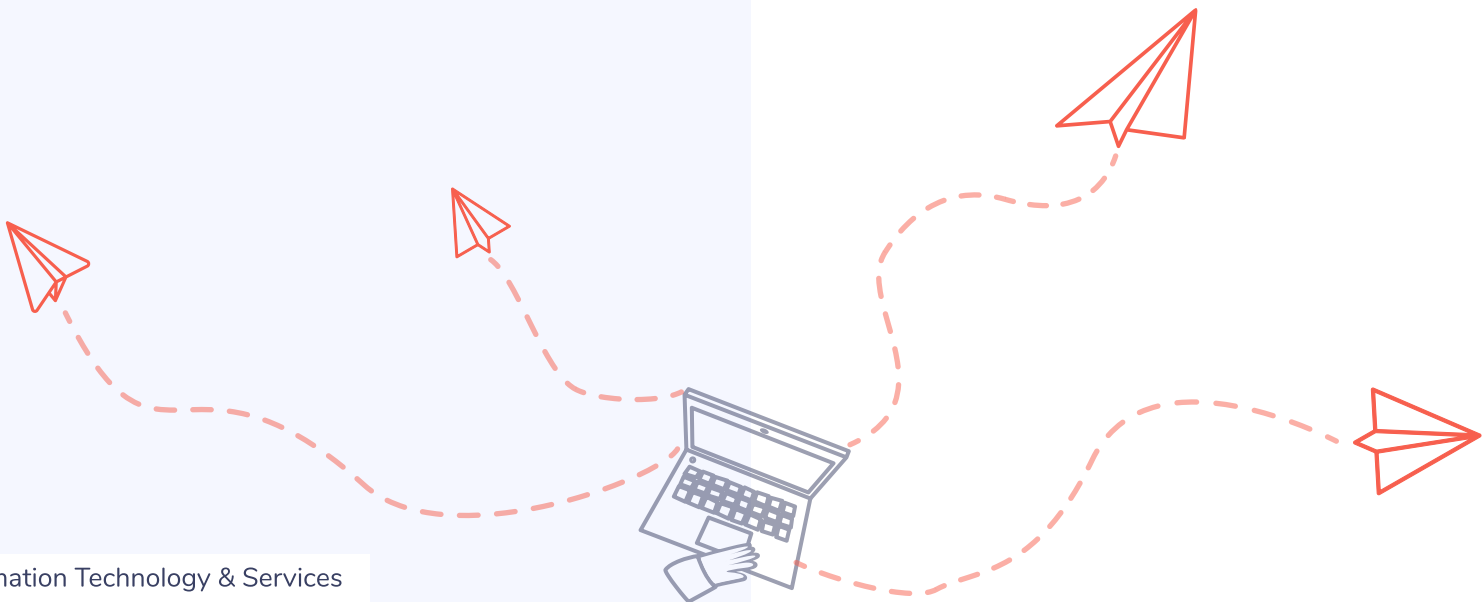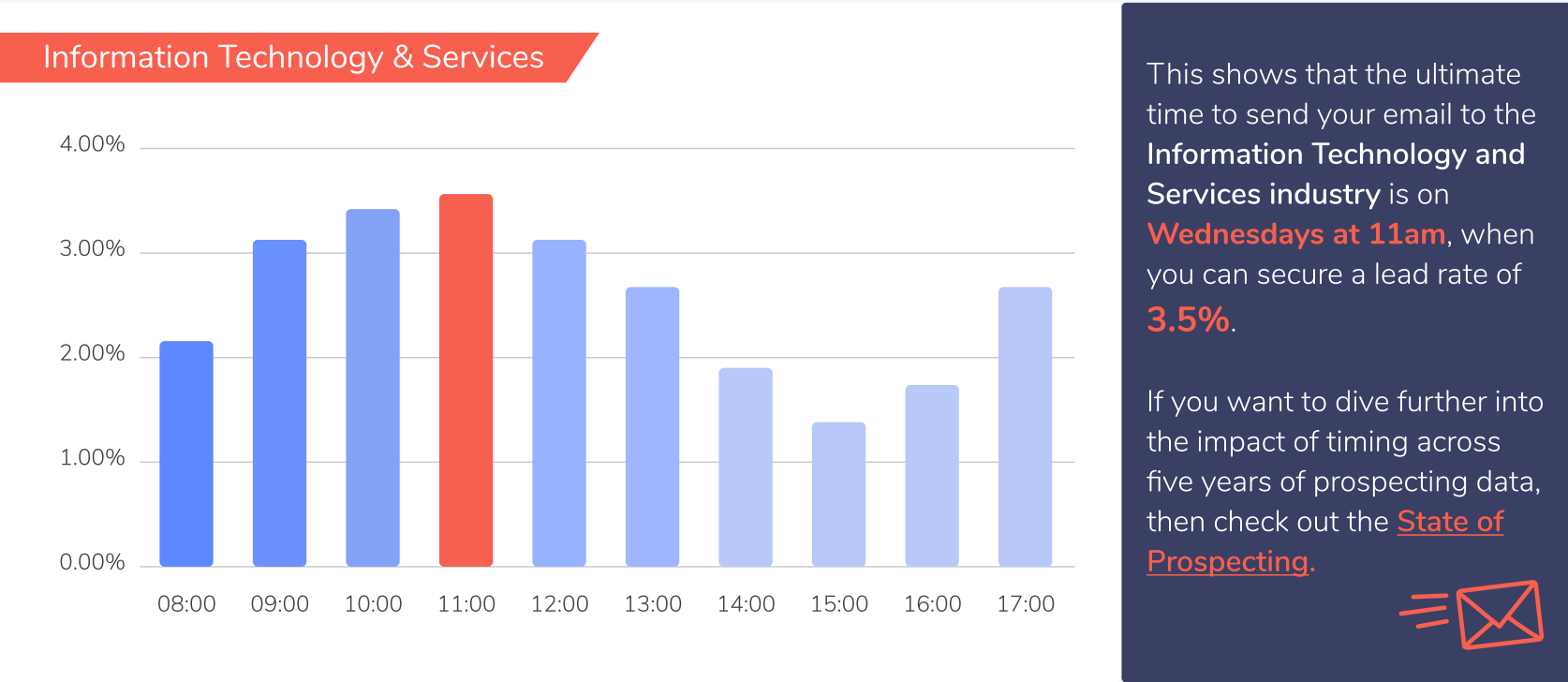
IT and Services trends

The demand for IT has never been bigger, with cloud-based computing, cloud migration, open source solutions, and the growth of the IoT networks. 5G technology is now coming to the fore, and with the new 'work from anywhere' world more companies are upgrading networks to be efficient, secure, and fast.

With increasing smart technology and mobile apps in our daily lives these opportunities bring a greater need for cybersecurity. We're seeing a rise in the number of Data Officers (hello GDPR!), as well as Chatbots to manage our ever-increasing online presence.

The best time to send emails

One of the core elements of a successful email prospecting campaign is **timing.** Our data gives insight into how much of a difference timing makes.

Information Technology & Services

Time	Lead rate
08:00	2.10%
09:00	3.10%
10:00	3.40%
11:00	3.50%
12:00	3.10%
13:00	2.65%
14:00	1.90%
15:00	1.35%
16:00	1.70%
17:00	2.65%

This shows that the ultimate time to send your email to the **Information Technology and Services industry** is on **Wednesdays at 11am**, when you can secure a lead rate of **3.5%**.

If you want to dive further into the impact of timing across five years of prospecting data, then check out the State of Prospecting.

Source: https://sopro.io/results/the-state-of-prospecting/email-timing/

Job titles and company size

Ever wondered who's the ideal person to target in the company? We suggest you aim high. Our data shows that job titles containing "Founder" receive some of the highest open rates.

"Head of IT Department" reaps one of the top five lead rates across all job titles, with an impressive 7.3%. "IT Program Managers" rarely get prospected to: they receive less than 0.1% of all prospecting emails sent.

Another quick tip: the smaller the company, the more likely you are to receive a positive outcome, so it's more worthwhile to spend your time tapping into start-ups and microbusinesses than corporations.

Want to gain more insights? Read our **whitepaper** that lays it out in more detail.

0.1%
LEAD RATE
IT Program Managers

7.3%
LEAD RATE
Head of IT Department

Source: https://sopro.io/wp-content/uploads/2022/01/Sopro-The-State-of-Prospecting-2022.pdf

The perfect prospecting email

Follow our top tips or use the template below to create an email that delivers results. The most important rules are:

- ✅ Personalise
- ✅ Be human: no hard selling
- ✅ Be concise - 150 words is enough
- ✅ Keep your email subject line simple - perhaps with a touch of intrigue!
- ✅ You just need enough interest to get a phone call. That's it

Opening	[Good Afternoon] Tom,
Softener	I hope you're well and wrapped up warm for this cold spell.
Introduction	A small intro from me. I'm in charge of partnerships at TopTech.com, and I wondered if we could have a short chat this week?
Reason for contacting	I think we could help your company with an interesting tool we've developed, which I can run through in a few mins. I'd love to quickly cover our newest software release as I think it fits with your company's needs.
Call to action	Any chance I could grab you for a brief chat on [Friday]... literally 15 mins? Alternatively, I'll be passing by your HQ on Monday and I can swing by for a coffee if that's more convenient than a call. 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 – Information Technology & Services 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 ★★★★★ 4.8/5

Capterra ★★★★★ 4.9/5

Trustpilot ★★★★★ 4.6/5

GetApp ★★★★★ 4.9/5

Software Advice ★★★★★ 4.9/5

Sell more.