



Prospecting Guide

Selling to the Management Consulting industry



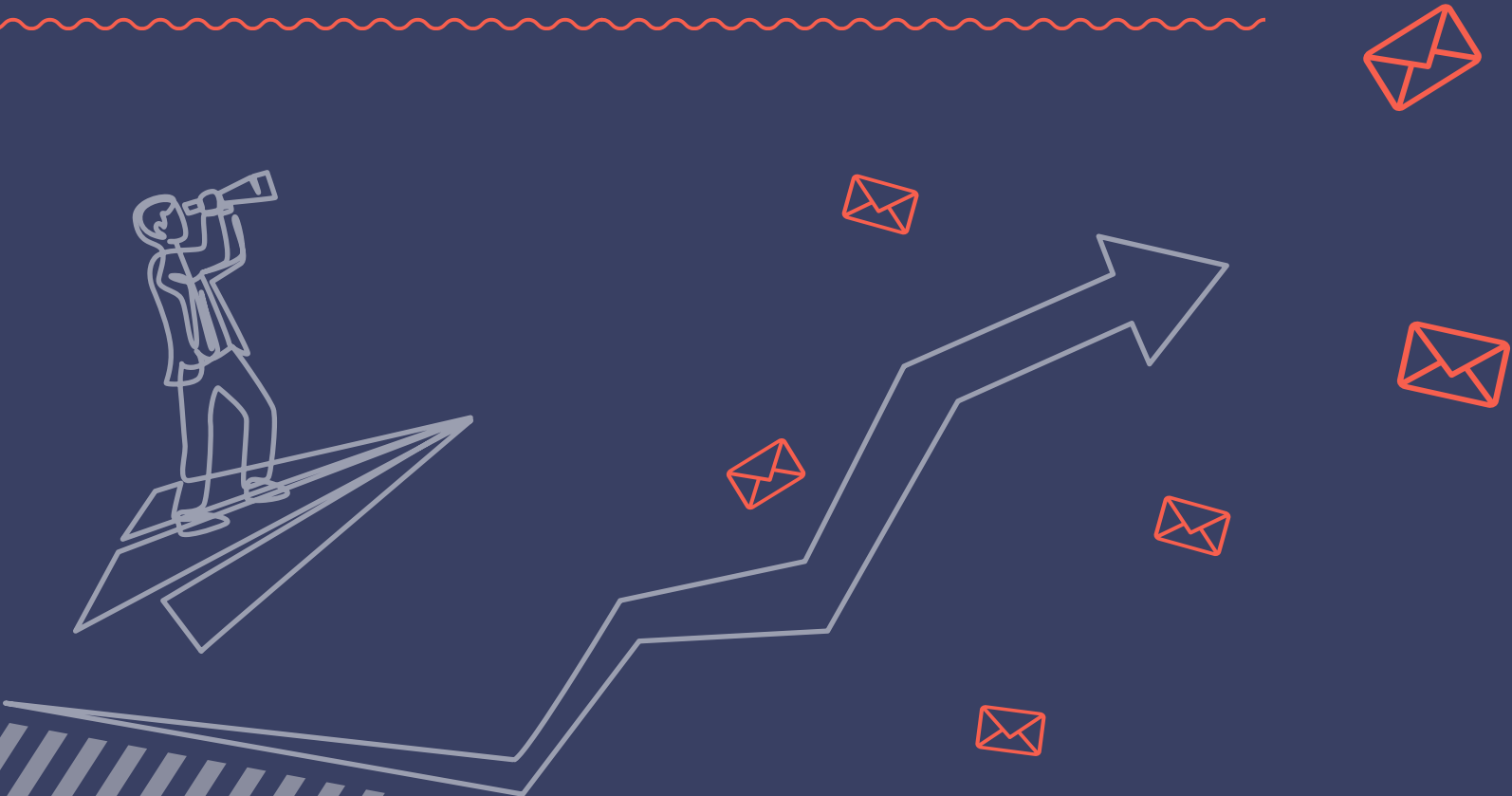
Introduction

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

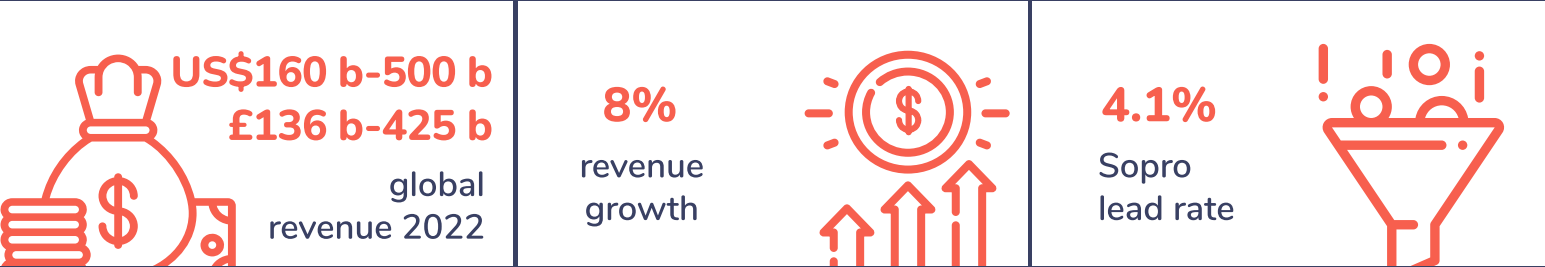
Prospecting is powerful but only when it's done right. Without honing your targeting skills, and reaching the right prospects in the right way, you won't see the results we know you can achieve.

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



There's no other way to say it: **the Management Consulting industry** responds very positively to email prospecting.



Sopro's prospecting data shows Management Consulting to be a true success story.

The open rate, response rate and lead rate are all far above the Sopro averages (of 32.3%, 12.9% and 3.5% respectively). And while the above figures show a five-year average, in 2022 the response rate increased to 15.3% and the **lead rate to 4.5%**!

Given that each one of these leads represents a highly targeted prospect who has taken the time to reply to sales outreach, this is a reliable funnel of high-quality, pre-qualified leads for your sales team.

Prospecting and the Management Consulting industry

Email is the main preferred communication for B2B buyers, including management consultants, and achieves better results than PPC, SEO, social media and cold calling, according to [a recent survey](#).

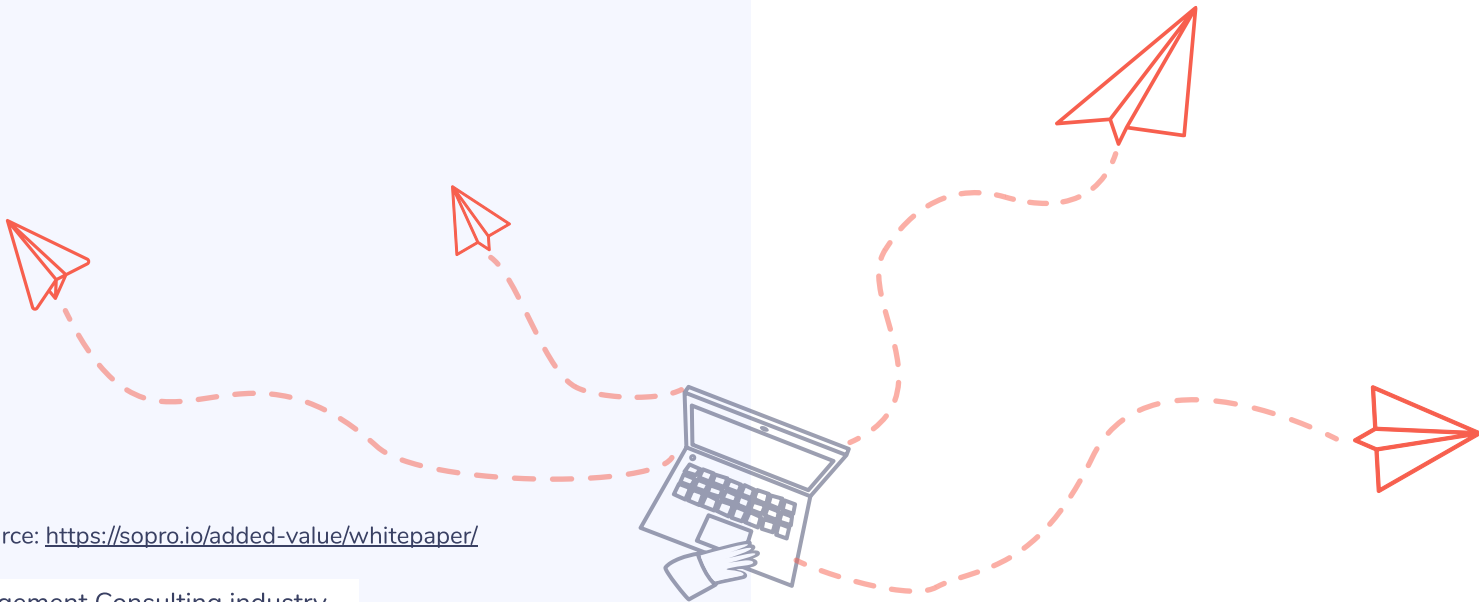
The challenge of getting your message in front of the right person, and doing that with multiple decision makers, makes email prospecting the perfect channel for targeting these businesses.

Source: <https://sopro.io/added-value/whitepaper/>

The challenges

With reduced margins and increased pressure on profitability, consulting firms are having to scale back spend where they can. Connecting with multiple decision makers and demonstrating the value of your service are more important than ever.

The scale of Management Consulting companies, and the industry-agnostic nature of them, means getting the right message in front of the right person can be a challenge.



Management Consulting trends

The industry is strongly tied to the success of the global economy, but not necessarily in the way you'd think! While a flourishing economy can expand the industry, even during the recent pandemic the industry still grew. It's not uncommon for it to grow during times of uncertainty, as troubled firms look for ways to improve efficiency, performance and growth.

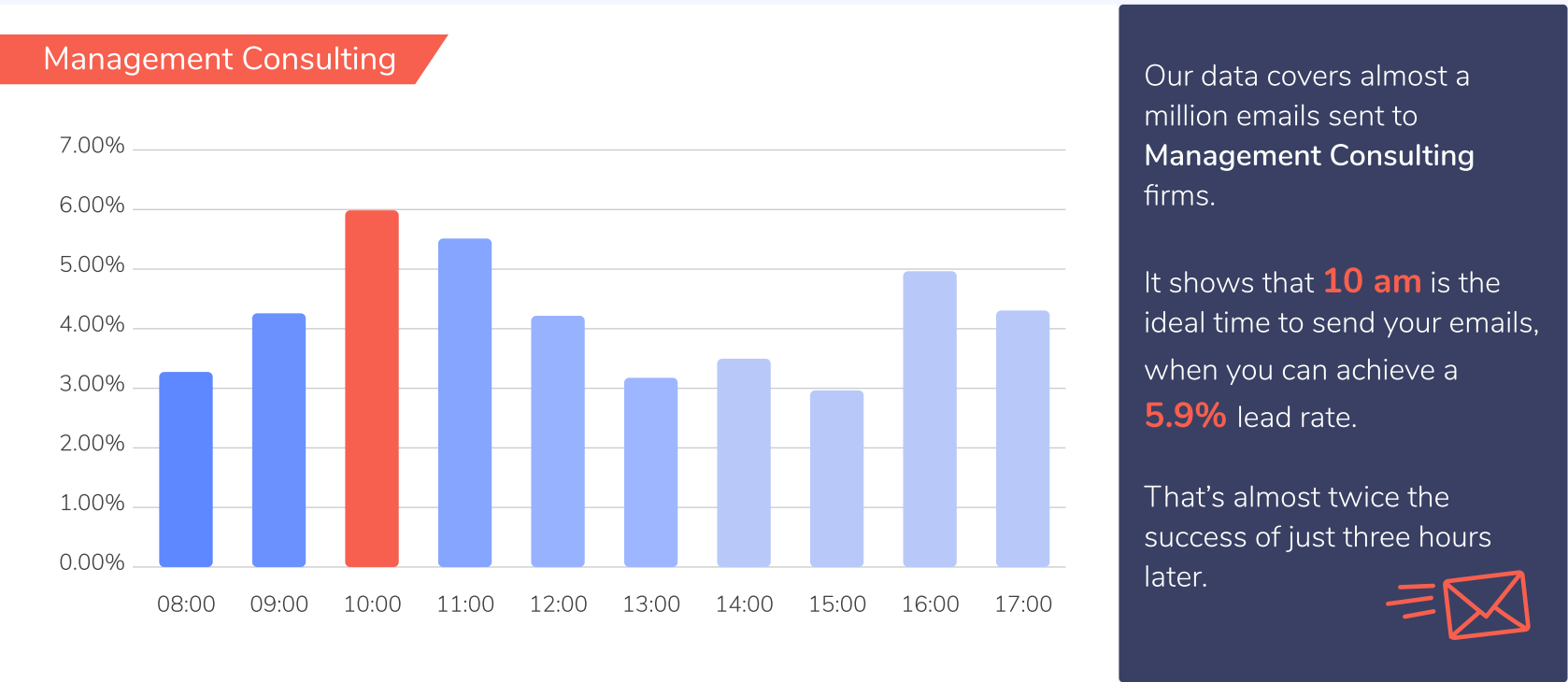
While this industry has always been quite traditional and human-driven, more businesses are embracing AI and automation to support them in handling and accurately processing large amounts of data.

Larger firms hold the lion's share of the revenue, and Mergers & Acquisitions are currently transforming the industry. More Management Consulting companies are expanding globally, and require international-oriented support.



The best time to send emails

Timing is everything. Especially when it comes to sending your prospecting emails.



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

Job titles and company size

Our historic data gives us insight on the job titles most likely to have a positive response to your prospecting efforts. They may be busy heading up the company but “Founder” roles have a repeatedly high open rate.

For solid lead rates, you can safely look to HR roles, and also middle managers, as our [whitepaper](#) goes into more detail.

Company size matters too, with Management Consulting businesses of 10 or fewer employees securing a 4.7% Lead Rate.



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

The perfect prospecting email

What you say in your email is even more important as when you send it. and we know what hits the sweet spot for Management Consulting companies.

- ✔ Keep your emails under 150 words for maximum impact
- ✔ Be human: make sure your emails sound one-to-one
- ✔ Personalise each email and write an intriguing subject line
- ✔ Avoid industry jargon or marketing lingo
- ✔ Finally, check everything before sending!

Opening	[Good Morning] Jane,
Softener	I hope you’ve been making the most of the sunshine this week.
Introduction	A quick intro from me. I lead the client team at Consultantsupport.com, and I hoped we could have a quick call later this week.
Reason for contacting	Based on my research, I think we would be a great fit for [insert company name] with our latest solutions, which I can run through in a few mins.
Call to action	Would you be able to spare 15 minutes for a brief chat this week.... I’ll be in your neighborhood, so I can swing by for a coffee if that’s more convenient than a call. How’s your diary?
Signature	Warm wishes, 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 →

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



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

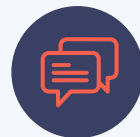
Sopro has over seven years of experience in acute targeted prospecting. Trust the experts and sell more.



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/>

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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



★★★★★ 4.8/5



★★★★★ 4.9/5



★★★★★ 4.6/5



★★★★★ 4.9/5



★★★★★ 4.9/5



Sell more.