



Prospecting Guide

# Selling to the Financial Services industry

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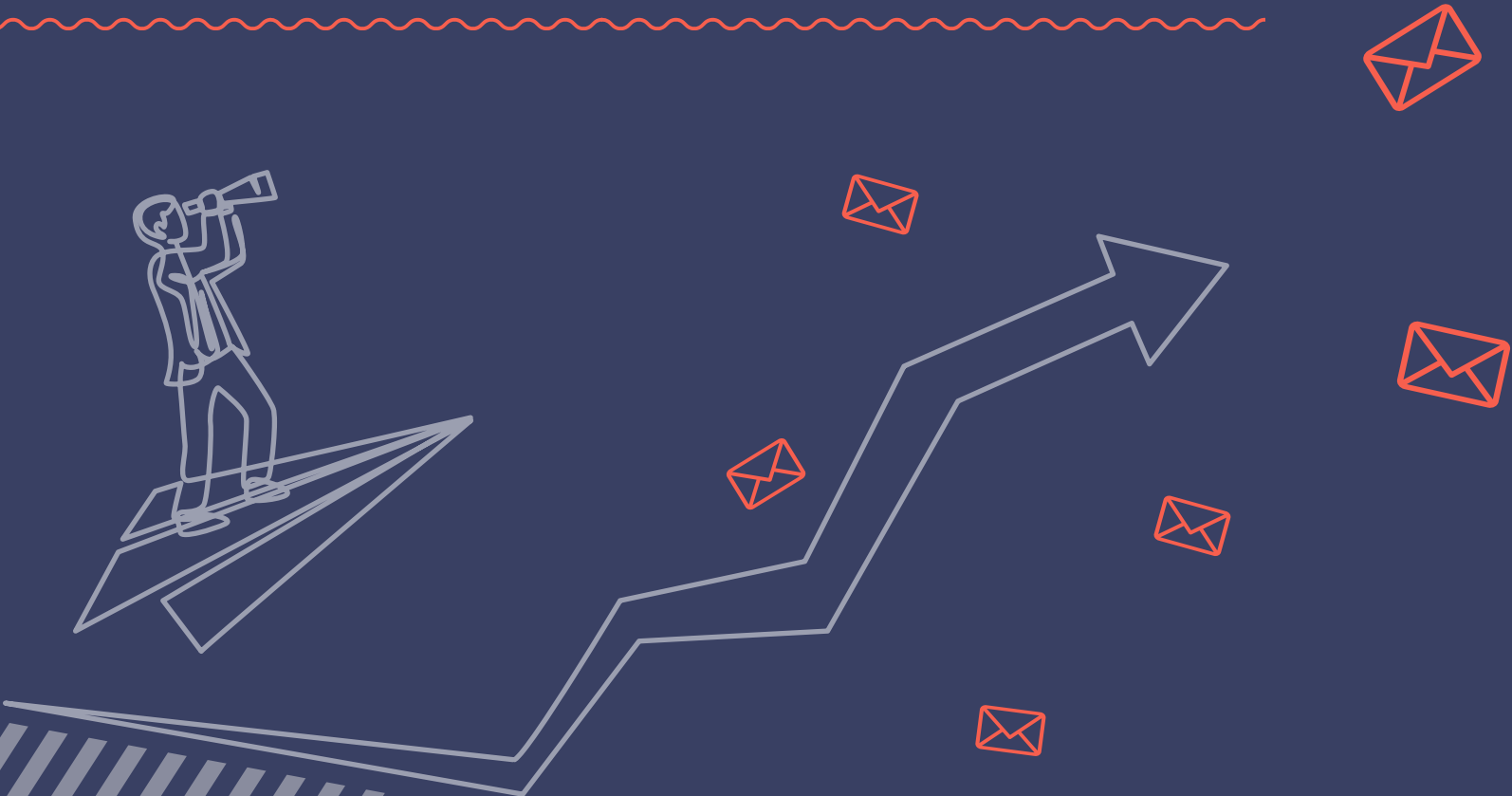
# Introduction

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

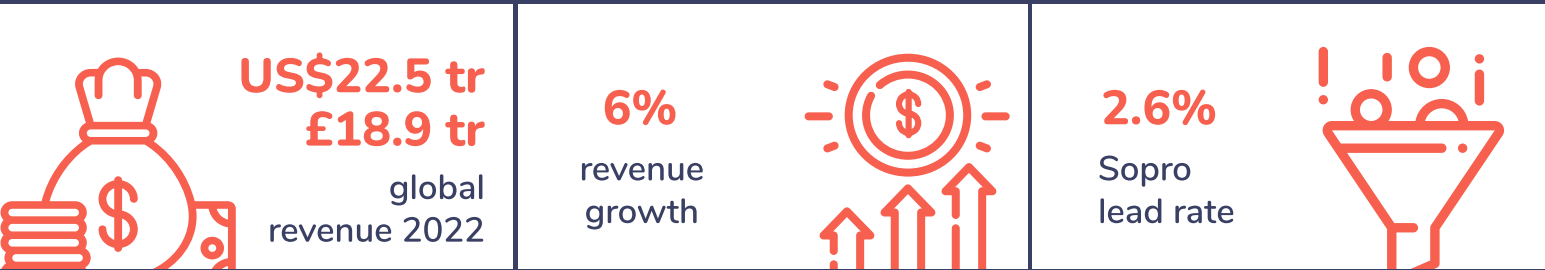
Prospecting is powerful but only when it's done right. Without honing your targeting skills, and reaching the right prospects in the right way, you won't see the results we know you can achieve.

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



The Financial Services industry is one of the **most prospected industries** and that highly competitive landscape pushes results slightly below the average.

Despite that, prospecting remains more effective than other channels such as SEO and PPC, as confirmed by existing Sopro clients.



While the average lead rate is a sturdy 2.6%, you can further improve this figure with the right prospecting tactics.

# Prospecting and the Financial Services industry

B2B buyers prefer email over all other methods of communication, and the Financial Services industry is no different. Compared to cold calling, email interrupts less, while still being friendly and personal. Perhaps this is why email prospecting is 49.3% more effective at driving leads than cold calling.

Given how impenetrable and widespread the Financial Services industry is, email prospecting is a direct route into the inbox of decision makers. It avoids having to navigate switchboards, extensions and multiple offices.

Source: <https://sopro.io/added-value/whitepapers/the-state-of-prospecting/>

## The challenges

Making up 20-25% of the global economy, the Financial Services industry is one of the largest markets to get into. So where do you start?

It's also one of the most heavily-regulated industries with lots of complex categories, products, and compliance, so understanding the needs of each business is essential.

## Financial Services trends

There are a lot of industry segments and many are undergoing similar changes. Regulation continues to loom large on the horizon, the need for transparency increases, and uncertainty - the nemesis of many financial firms - is everywhere.

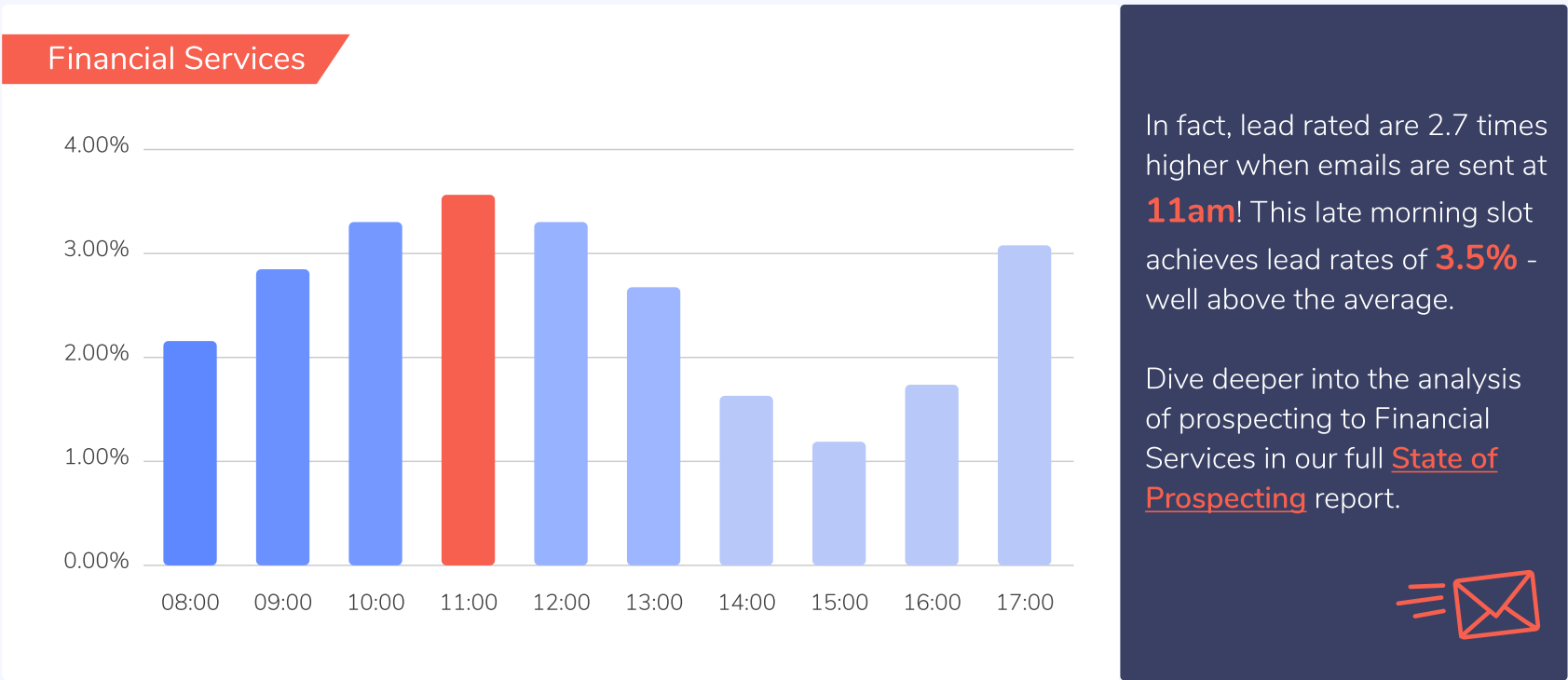
Adopting technology and Big Data is one of the largest trends. In the past decade alone, a new era of challenger banks have emerged, and the payments market is flourishing with EMV technology.

More services are including non-financial Environmental, Social and Governance (ESG) initiatives into their businesses, and looking at new ways to innovate and increase efficiency.



## The best time to send emails

As the below graph shows, 3pm is the worst time to send an email.



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

# Job titles and company size

Financial Services might be one of the most prospected industries, but there are some job titles that receive less than 0.1% of the millions of emails sent, so focusing on these - in some cases - may yield stronger results.

For example, “Head of Group Finance” can generate a well-above average response rate of 36.5%. Consider approaching a company’s “Payroll Manager” too, as they have a 39.0% response rate.

However, “Director of Corporate Finance” is another ignored job title, and this time it might be for good reason: it’s one of the least polite, with a response rate of just 1.5%. Similarly, the title “Director of Financial Reporting” has a lead rate of less than 0.1%.



# The perfect prospecting email

Want to perfect your emails so that you secure the best results?  
Follow our data-backed tips.

- ✔ Your subject line should be simple, but invite curiosity
- ✔ Punchy emails perform better - 150 words is ideal
- ✔ Keep them personal and human - no technical jargon
- ✔ Avoid going into the details of your offering
- ✔ Be direct - ask for a phone call
- ✔ Review, review, review!

Opening	[Morning] Anna,
Softener	I hope you're enjoying today's fabulous sunshine.
Introduction	A quick intro from me. I head up the partnerships team at Financefriend.com, and I hoped to catch you for a short chat later this week?
Reason for contacting	Based on my research, I think we have a solution that would be an ideal fit for [insert company name], which I can run through in a few mins.
Call to action	Can you spare 10 or 15 minutes for a brief chat this week.... Alternatively, I'm happy to swing by your office for a quick coffee if that's more convenient than a call. How's your diary?
Signature	Warm regards, (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 – Financial 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/>

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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



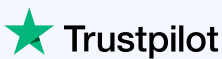
Client reviews



★★★★★ 4.8/5



★★★★★ 4.9/5



★★★★★ 4.6/5



★★★★★ 4.9/5



★★★★★ 4.9/5



Sell more.