



Prospecting Guide

Selling to the Professional Training & Coaching industry



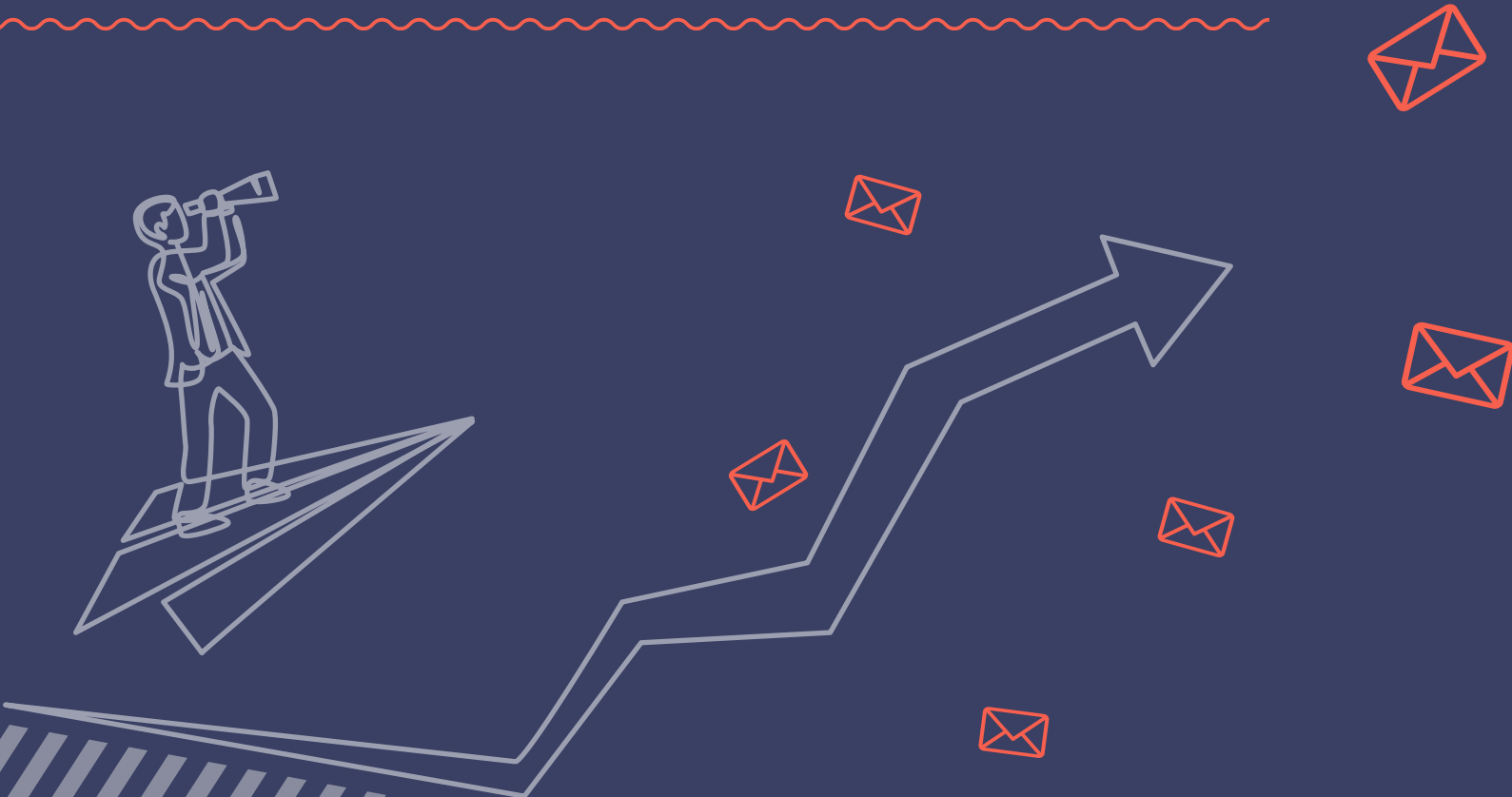
Introduction

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

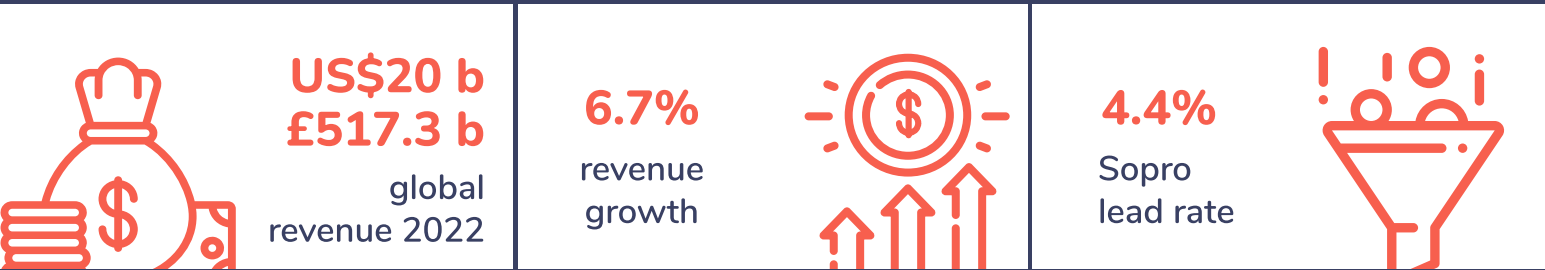
Prospecting is powerful but only when it's done right. Without honing your targeting skills, and reaching the right prospects in the right way, you won't see the results we know you can achieve.

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



Our survey of B2B buyers revealed **email prospecting is more delivers more reliable ROI than many other marketing methods.**

- 2.7 times more effective than PPC
- 2.4 times more than cold calling
- 1.9 times more effective than SEO

The Professional Training and Coaching industry sees particularly good prospecting results, well above the average of 150 industries.



Over the last five years, Training and Coaching gets 25.7% more leads that the average. And, if we look at just 2022, the lead rate is even higher, at an impressive 4.7%.

While we expect this figure should already bring a smile to your face, there are a few data-backed tactics that have helped achieve this level of success.

Prospecting and the Professional Training and Coaching industry

With so much opportunity, it may be hard to identify where to begin, but email prospecting is an efficient use of time as you can target pre-qualified, high quality leads, particularly now more of the Professional Training and Coaching industry is online, which makes it easier to target the appropriate decision maker.

What's more, our research highlights that B2B buyers choose email as their preferred communication method, and it supports a more positive response.

The challenges

The Professional Training and Coaching industry consists of several segments, be that education, professional development training, quality assurance, business, and life coaching. It's a very segregated market – the majority of it is made up of sole traders and individuals at a local level.

While the International Coach Federation (ICF) certifies globally recognised professional coaches, it's an unregulated industry, so another key challenge is identifying true professionals from those with basic certifications.

Professional Training and Coaching trends

In 2020, more of the Professional Training and Coaching sector switched to online and remote working, and many have chosen to remain online or adapt to being an omnichannel business.

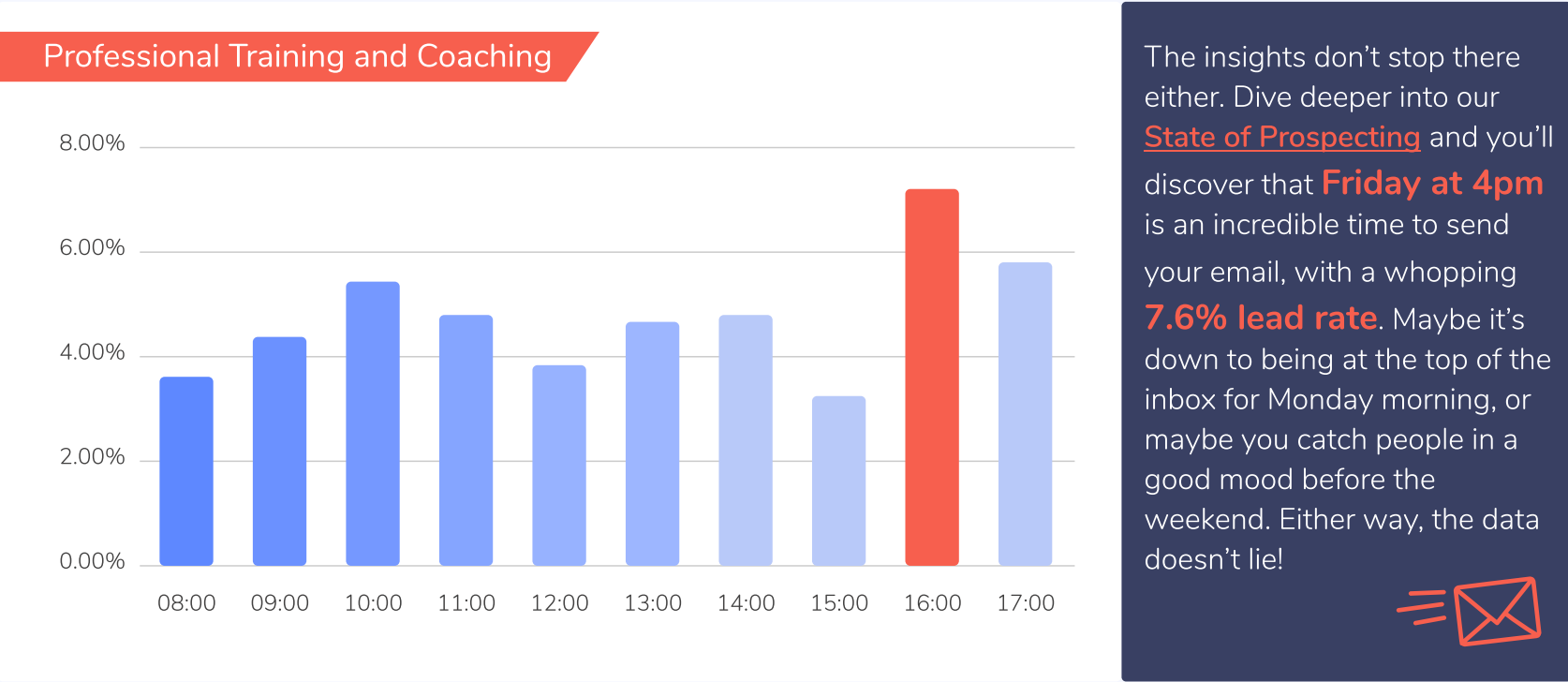
What this means is that there are no longer geographical boundaries limiting the potential of business opportunity, and coaching has become one of the fastest growing industries within the corporate world.

This is particularly relevant for coaches choosing a niche market, who are expected to outperform general, non-specialist coaches. The demand for Professional Training and Coaching will continue to grow, particularly as more professionals choose life coaching as a career investment.



The best time to send emails

With prospecting, the time you send your email really counts. Emails sent at 4pm can get a lead rate 2.3 times higher than those sent an hour earlier at 3pm, the worst performing hour in the day. (What happens during those 60 minutes is a mystery, but the end of the day sees a clear spike!)

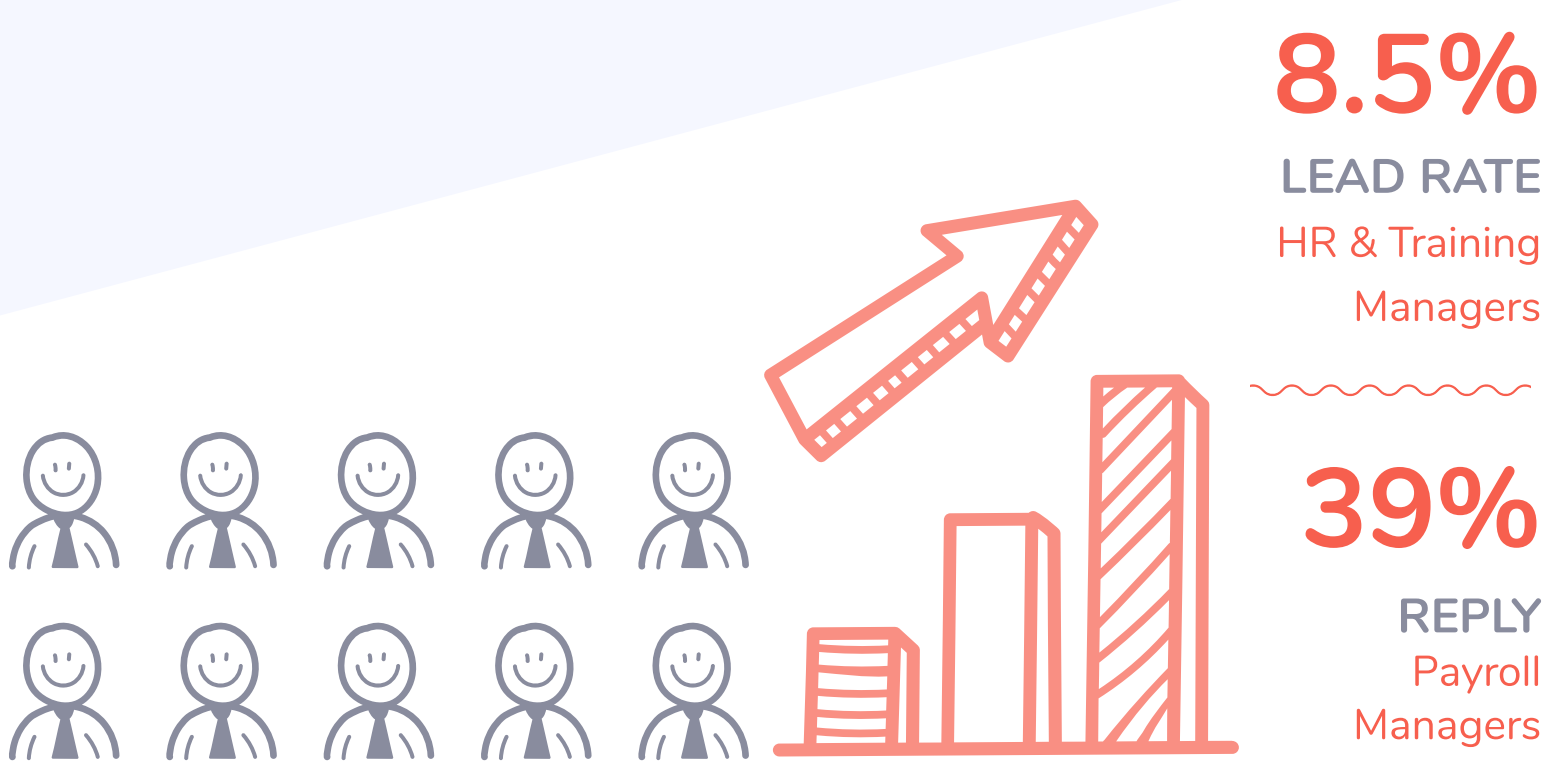


Source: <https://sopro.io/results/the-state-of-prospecting/email-timing/>

Job titles and company size

Another factor that impacts the lead rate is **who** you send your email to - and it's good news when targeting the Professional Training and Coaching industry.

Some of the highest response rates come from HR teams. You can secure an incredible **8.5% lead rate** from HR & Training Managers, while 39% of Payroll Managers reply to prospecting emails.



The perfect prospecting email

What you say in your email is arguably even more important than when you send it. Our data shows that the best emails are:

- ✓ Punchy - 150 words is the perfect length
- ✓ Personal, with a touch of intrigue
- ✓ Human, without feeling mass-sent
- ✓ Free from any jargon or hard sell
- ✓ Direct - ask for a call to talk further

Opening	[Good afternoon] Julia,
Softener	I hope you're making the most of the warm spell this week.
Introduction	A very quick intro - I head up the client team at Whoknowswhere.com, and I was hoping for a quick chat later this/early next week?
Reason for contacting	Based on what I've read,I think we would be a great fit for [company name] as we've developed some innovative solutions that I'm fairly sure could help you. I can run through it in just a few mins.
Call to action	Any chance I could grab you for a brief chat one day this week... literally to or 15 mins.. I can also 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 →

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



No matter what industry you're trying to target – Professional Training & Coaching 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.