

# Selling to the Human Resources 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\$17.6 b £15.2 b global revenue 2022

4.4%
Sopro
lead rate



If Human Resources companies are part of your target market, you're in luck! They boast a lead rate 25.7% higher than the cross industry average, based on five years data and 150 industries.

94.1%

deliverability rate

32.7%

12.6%

revenue

growth

open rate

15.1%

response rate

4.4%

lead rate

Over the last couple of years there's been positive growth in open rates, and 2022 is currently showing a 5.0% lead rate, making it one of our best performing industries.

While this is already a great result, your prospecting has even more potential if you employ a few of our data-backed tactics.

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## Prospecting and the Human Resources industry

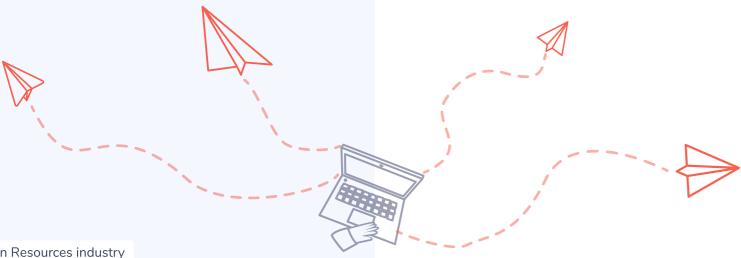
Targeting the HR industry with email prospecting provides a direct, transparent path to the relevant decision maker, even if teams are spread across different departments and locations.

Research proves that it's the preferred communication method for B2B buyers. Existing Sopro clients tell us email prospecting delivers results 1.9 times more than SEO and 2.7 times more than PPC, and 2.4 times more than cold calling. What's more, all our claims are backed by data.

#### The challenges

The Human Resources industry has two main segments: software and services. These revolve around core HR functions of recruiting, workforce management, compensation and payroll, as well as professional services, such as supporting development and training.

The varied nature of the industry often makes it difficult to navigate to the appropriate decision maker, particularly in larger multinational corporations, where there may be several teams focused on specific functions across different offices and locations.



#### Human Resources trends

Hybrid and flexible work models are changing the direction for the Human Resources industry, and cyber security is becoming an important issue. We're seeing an increase in technology use, including predictive analytics to help identify future scenarios, as well as Artificial Intelligence (A.I.) and automation to support employees, which will dramatically change the workplace.

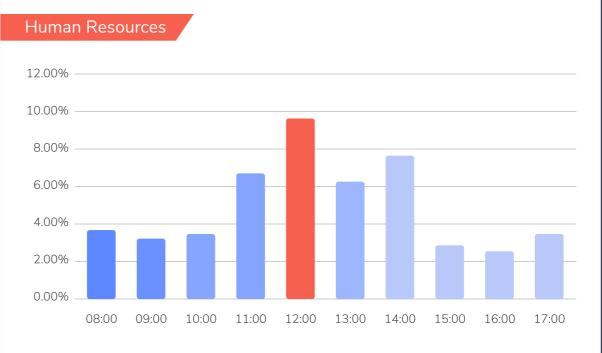
There's a greater focus on the 'Healthy Organisation', which looks beyond employee's physical wellbeing and safety and into financial, mental, social and community health.

Utilising the gig economy is also on the rise, and power skills (emotional intelligence, social and advanced cognitive skills) will play a larger role in leadership and team training.



#### The best time to send emails

One of our secret weapons to get the most from your prospecting campaign is timing. The time you send your email makes a huge difference in how effective it is.



As the graph shows, sending at midday can reap a whopping 9.7% Lead Rate, which is **288%** higher than the worst performing hour of 4pm. If you want to get even more specific, our State of Prospecting data has detailed performance by each hour of each day.

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

#### Job titles and company size

We've got some great news about targeting the Human Resources industry. Our data consistently shows that job titles with "HR" in them tend to get a more positive response than any other sector. Not only this, but HR professionals are some of the least prospected individuals, meaning there's less competition in their inbox.

The title "HR & Training Manager" can secure an impressive 8.5% lead rate, the second highest leads rate for a specific job title.

Company size can also play a role in your prospecting success. In general, smaller companies with under ten employees receive higher lead rates.



## The perfect prospecting email

For emails that deliver, you want to focus on a concise email that inspires action. Follow these tips from our tried and tested formula:

- Write your subject line so it's personal, simple, and intriguing
- Keep emails short 150 words is an ideal length
- Ban phrases that appear mass-sent
- Avoid using fluffy language, jargon, or the hard sell
- Focus on getting a call, not overloading them with details
- Check your email before sending!

Opening	[Afternoon] Stella,
Softener	I hope you've managed to stay dry this week.
Introduction	A quick introduction! I lead the partnerships team at Whoknows.com, and I wondered if we could have a quick chat later this/early next week?
Reason for contacting	I think we could help your company with the innovative service we've developed, which I can run through in a few mins.
Call to action	Any chance I could grab you for a brief chat on [Friday] literally 10 or 15 mins?  Or, 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.

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# 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.

# 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 😝



No matter what industry you're trying to target – Human Resources 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





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**▼**Capterra

★ Trustpilot

GetApp

Software Advice.

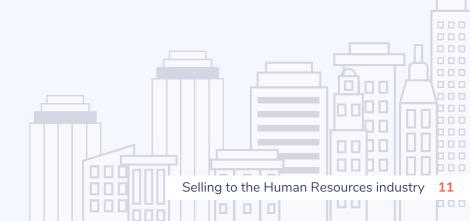
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Sell more.