Remote Pro Ai

DOCUMENT

GROWTH TEAM · SECTOR FILE

IT services, cloud & cybersecurity · sector file

Enterprise buyers who ignore cold messages, reached by phone with researched openers.



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01 IT SERVICES, CLOUD & CYBERSECURITY · SECTOR FILE

Outbound sales development for IT services, cloud and cybersecurity providers

CORE SECTOR FROM OUR SECTOR STUDY · OCTOBER 2026

Reaching enterprise buyers who are hard to get on the phone, with researched openers and meetings that count only when the right person attends.



Enterprise buyers who ignore cold messages, reached by phone with researched openers.

What holds sellers back here

- Enterprise security and IT buyers are guarded; cold messages are ignored.
- Long cycles with many stakeholders, so a single contact is never enough.
- Technical founders selling instead of building.
- Tender-driven revenue with no steady outbound pipeline between tenders.

Who works your accounts

A contracted delivery network: a named team of 5 plus a team lead, dedicated to you and led by your dedicated account manager, native-English callers in US business hours.

A person makes every call. Every message is approved by a person.

20
closing-ready meetings in every delivery month

2
closed deals within 30 days of the first meeting

USD 450
per accepted meeting · nothing upfront in month one

18 of 20
qualify at minimum, else replaced or refunded in cash

02 WHO IT FITS · WHO DECIDES

The profile we target, and the people in the room

The profile below is the starting point of your Day 1 kick-off. Your dedicated account manager turns it into a written, approved ICP for your offer.

Ideal customer profile

Profile	Who it fits in this sector
Company	Managed service providers, cybersecurity vendors and consultancies, cloud partners, systems integrators and IT solution providers
Offer	A proven offer, and the capacity to run enterprise discovery
Deal value	A **minimum deal value**, set with you at onboarding, at which a signed contract or a first invoice paid counts as a closed deal; set it where two deals matter to you
Markets	Selling into the United States, metro by metro, in US business hours (Eastern to Pacific)
Not a fit	B2C offers, products not yet launched, buyers reached only through public tenders, offers with no one on your side to attend meetings, or a minimum deal value too small for two closed deals to matter to you.

Decision-makers we reach

#	Title	Counts under criterion 1 as
01	CIO	Budget decision-maker (criterion 1)
02	CISO	Budget decision-maker (criterion 1)
03	Head of IT / IT Director	Budget decision-maker (criterion 1)
04	Head of Infrastructure	Budget decision-maker (criterion 1)
05	Head of Risk & Compliance	Budget decision-maker (criterion 1)
06	Procurement Director (for enterprise frameworks)	Budget decision-maker (criterion 1)
07	CEO / Founder in mid-sized firms	Budget decision-maker (criterion 1)

> Enterprise IT is often bought by committee. Name at Day 1 the influencers you pre-approve, and they count under criterion 2 alongside the titles above.

03 SIGNALS · METHOD

When to call, and how we work the sector

The platform tracks these events across your account base and puts the signal that makes now the right time on the research card before every contact.

Buying signals we track

- SOC 2, ISO 27001, HIPAA or CMMC requirements
- Cyber-insurance renewals and audits
- Cloud migration or data-center exit projects
- Mergers and integrations
- Hiring a CISO, IT director or security lead
- New offices or sites

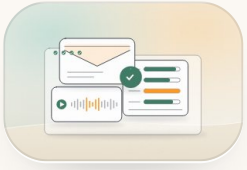
Signals indicate probable demand, not a guaranteed intention to buy.

How the Growth Engine applies here

1. **Signals Radar**
   Tracks licences, tenders and events across your account base.
2. **Research card**
   Every contact gets a research card before the first call.
3. **Agreed title list**
   The team pursues the agreed titles, with pre-approved influencers where a committee buys.
4. **Executive openers**
   Enterprise discovery and executive openers are prepared by your sector cell.
5. **Counted meetings**
   A meeting counts when the decision-maker or an approved influencer attends.

> “Your team announced [project or certification] recently. Most IT leaders at that point are deciding how to [specific outcome] without adding headcount. We help companies like [anonymised peer type] do exactly that; 20 minutes would show you whether it applies.”

Sample opener angle · illustrative, not a script



The evidence folder per meeting: brief, the prospect's e-mail, recording reference, scorecard.



The 30-day clock for two closed deals starts at the first delivered meeting.

04 CRITERIA · REPORTING · NEXT STEP

What counts, what you see, what comes next

The four criteria, applied

#	Criterion	What it means, with its evidence
1	**The budget decision-maker is in the meeting**	The person who can approve the spend attends, or a delegate named in writing; the mandate is confirmed on the call.
2	**Need and timing confirmed on a recorded call**	The prospect states, in their own words, the problem to solve and when they intend to decide; the recording reference is attached.
3	**The prospect received your offer summary**	A one-page summary of your offer, with your price or price range as agreed at onboarding, sent and acknowledged before the meeting.
4	**The prospect asked for the meeting in writing**	A formal e-mail from the prospect's company address requesting the meeting to discuss contracting: the evidence, yours to keep.

In this sector: The enterprise account sits inside the ICP approved at Day 1.

Accept or object within 2 business days of the scorecard, naming the criterion; silence is acceptance. A service head outside your account team decides within 2 business days, from the recording, and the decision reaches you in writing. A no-show is never billed and never counted.

What we report

Measure	Standard	When
Closing-ready meetings	20 contracted in every delivery month	Monthly statement
Qualification floor	At least 18 of 20, against the four written criteria	Monthly statement
Evidence per meeting	Brief, the prospect's e-mail, recording reference, scorecard	Every meeting
Accept or object	2 business days; silence is acceptance; an independent service head decides in 2 business days	Every meeting
Replace before refund	Replacement within 10 days, else USD 450 in cash within 5 business days	Monthly statement
Two closed deals	Within 30 days of the first delivered meeting, or we keep working free	Portal clock

> Same offer in every sector: **20 closing-ready meetings in every delivery month** at USD 450 per accepted meeting, and 2 closed deals within 30 days of the first delivered meeting. At least 18 of 20 qualify; a missing or unqualified meeting is replaced within 10 days or refunded in cash. Month one is invoiced weekly for accepted meetings only, nothing upfront. Customise from 20 to 60 meetings in steps of 5 at the same rate. Optional, your choice: we close the deal for you at USD 1,500 per deal closed by us.

Next step: a free 5-day market check for IT services, cloud & cybersecurity. One questionnaire call, then your ideal customer profile and 50 named target companies with the decision-maker role at each, and a go or no-go review. If the market cannot carry 20 a month, we say so and stop. No cost either way.

CHECK MY MARKET, FREE | READ THE GUARANTEE ON ONE PAGE

Remote Pro Ai

FREE · 5 DAYS · NOTHING UPFRONT

A free 5-day market check before you pay anything

You see your ideal customer profile and the 50 named companies we will call before you sign anything.

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