

# How to Sell IT Services

Selling IT services is different from selling other business services because a company's internal staff may frequently provide its own IT services. Use the strategies below to help differentiate your services from your target market's...

Method 1 of 1:

## Aspects to Consider When Targeting Consumers

### 1. Picture 1 of How to Sell IT Services

#### Less competition

1. When you offer an IT service to consumers, you're offering something they don't already have and they may think it is something they don't need. Be prepared that it may take more effort to sell IT services to consumers.

2.



**Determine your target sector.** Are there particular industries that would benefit from the type of IT service you are offering? Are there particular industries that are unlikely to use your service? For example, machine shops are not very likely to utilize software development services.

3.



### **Decide on your approach to the market.**

1. Cold calling prospects is an old fashioned way of getting business. Start off by buying a list based on certain specifications from a reputable lead supplier and then contact the decision makers.
2. Optimizing your website for keywords or phrases that potential buyers might enter when using search engines can create a steady stream of inbound traffic. Search engine optimization, or SEO, is an effective way to generate warm leads.
3. Do a case study marketing campaign. Perform a case study on one of your first customers. Being able to describe the services you provided and the results obtained is crucial. Be sure to include any metrics quantifying results as they are very important along with a calculation of ROI. Convincing potential clients they will get their money's worth is critical to obtaining their business. Display a completed case study on your company website and allow prospects to download it in exchange for their contact information. This exchange provides a supply of warm leads.

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