Remote Pro Ai

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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.

The market at a glance

SAR 16.3bn
Saudi cybersecurity market in 2025

69%
of that spending is private sector

USD 14bn
Oracle cloud commitment; AWS USD 5.3bn

~121 days
typical technology sales cycle

Sources: NCA, Key Economic Indicators 2026, via Zawya, 15 Oct 2026 · Arab News, 13 Sep 2025 · Focus Digital, 3 Jul 2026.

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 specialist sector cell led by your dedicated account manager, with senior SDRs (6–8 years each) who know this sector's buyers.

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

20
closing-ready meetings a month

18 of 20
qualify at minimum, or money back

USD 5,500
a month · SAR 20,625 · month to month

14 days
free setup, outside the delivery month

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	First-year deal value of at least **USD 36,000 (SAR 135,000)**: the eligibility gate in every sector
Markets	Saudi Arabia and the Gulf first; the UK, Europe and the US selectively
Not a fit	B2C offers, products not yet launched, buyers that are only government or only banks, offers with no one on your side to attend meetings, or a requirement that we guarantee the close.

Decision-makers we reach

#	Title	Counts under criterion 2 as
01	CIO	Decision-maker
02	CISO	Decision-maker
03	Head of IT / IT Director	Decision-maker
04	Head of Infrastructure	Decision-maker
05	Head of Risk & Compliance	Decision-maker
06	Procurement Director (for enterprise frameworks)	Decision-maker
07	CEO / Founder in mid-sized firms	Decision-maker

> 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

- New NCA compliance requirements or audits
- Licence and certification renewals
- Cloud migration or infrastructure projects
- Hiring security or IT leads
- Published tenders and framework agreements
- Participation in Black Hat MEA, LEAP or GITEX

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

04 CRITERIA · REPORTING · NEXT STEP

What counts, what you see, what comes next

The five criteria, applied

#	Criterion	Applied in this sector
1	**In the approved ICP**	The enterprise account sits inside the ICP approved at Day 1.
2	**The right decision-maker**	A title from the agreed list attends (CIO, CISO, Head of IT …), or an influencer you pre-approved for a committee.
3	**A stated need**	They state the need in their own words: the project, audit or renewal behind the meeting.
4	**Held, 20 minutes or more**	Held for 20 minutes or more, with your named representative invited.
5	**Net-new to you**	Not a current customer, not an open deal or tender you already run, not excluded.

Accept or object within 2 business days, naming the criterion; no reply within that window means accepted.

What we report

Measure	Standard	When
Closing-ready meetings	20 contracted each month	Monthly statement
Qualified rate	At least 90% (18 of 20)	Monthly statement
Quality score per meeting	0–100 against the five criteria	Every meeting
Triple-Lock confirmation	Three time-stamped steps on the meeting card	Every meeting
Brief and follow-up kit	24 hours before · within 4 hours after	Every meeting
Weekly plan	Priority accounts, signals in play, meetings scheduled	Sunday
Video report	What happened, what was learned, what changes	Thursday
Refunds or replacements	USD 275 (SAR 1,031) per unqualified meeting	Monthly statement

> Same offer in every sector: **20 closing-ready meetings a month** for USD 5,500 (SAR 20,625), month to month. At least 18 of 20 qualify; for each one that doesn't, USD 275 (SAR 1,031) back or a replacement. Customise from 20 to 60 meetings a month, in steps of 5, at the same price per meeting.

Next step: see the numbers for IT services, cloud & cybersecurity in your market. Your free Market Opportunity Report shows how many target accounts fit your profile, a 200-account sample with decision-maker phone coverage, 5 live buying signals and a decision-maker map, within 48 hours. If your deals fall below the gate, we widen the segment, add a market or decline; there is no reduced guarantee.

CHECK MY MARKET, FREE READ THE ONE-PAGE CONTRACT

Remote Pro Ai

FREE · 48 BUSINESS HOURS

Check your market before you pay anything

Your free Market Opportunity Report in 48 business hours: can it carry 20 a month? If not, we say so.

WRITE TO US

info@remote-pro.ai

ON THE WEB

remote-pro.ai/growth

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