

client: Direct Marketing Impact

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Nida Sea
portfolio

copy excerpt

Why networking is the new “silver bullet” to getting appointments with senior executives, and how to get a sales team up-to-speed on that method—fast.

Email prospecting has seen a steady decline in results within the last five years, according to a survey by *Professional Sales Journal*. CEOs and senior executives do not have enough time to sift through all the unfamiliar email they receive on a regular basis. But, there is good news. 7% of VPs and CEOs rely on their professional networks to get new information about products and services, while only 7% still depend on cold calling and cold emails, says *SoftwareCEO.com*. This whitepaper will explain how a new networking method can help your sales team make contact with senior executives, VPs, and CEOs more effectively.

Is your sales team failing to reach prospective B2B consumers via traditional cold calling methods such as phone and email?

Training your sales teams to effectively reach top-level decision-makers is an expensive strategy, and it takes valuable time to improve cold calling techniques with sales people.

Cold calling and cold emails used to be an effective method to reaching senior-level executives at B2B companies, but no longer. Email prospecting and cold calling is steadily declining as the methods for connecting with high-level decision makers has shifted. In a survey by *Professional Sales Journal*, email prospecting has become significantly less effective in the last five years says 82% B2B company sales directors.

In fact, 90% of all sales forces still use email prospecting and cold calling, and see very little results. The reason? Senior-level executives (CEOs and VPs) are overwhelmed with an abundance of emails and calls, which makes them less available to review each email or respond to every call they receive. The potential results of reaching a decision maker is lowered drastically, and much of that prospective outreach is ignored.

So, how do you reach prospective, high-level decision makers?

With effective networking that can boost your outreach and improve overall sales goals.

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“Nida has written professional, thoroughly researched reviews for our marketing company on a wide array of topics. Nida is a pleasure to work with and consistently delivers well-written content on-time.”

- Helene E.

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