

client: Direct Impact Training

project: The New Rules to Getting Appointments with VPs and CEOs

objective: Promoting new marketing approach to companies

Williesha Morris
portfolio

Copy Excerpt

Sales teams in B2B companies are starting to feel trapped, even useless in cubicles. Even with the power of email, leads can be difficult to attain. The combination of e-mail and phone calls was once powerful enough for businesses to land even the toughest clients or at least get their feet in the door of a potential client.

This power combo is no longer viable. The following statistics show why:

- 90% of sales forces use email prospecting to get appointments with senior-level executives.
- 82% of sales directors say that e-mail prospecting is somewhat or significantly less effective than five years ago.
- 7% of VPs and CEOs rely on cold calling or e-mailing to learn about new products, services or solutions.

These statistics may be jarring to some who have relied on traditional sales tactics. But the reason is simple:

Everyone is overwhelmed.

The typical goal of most professionals is to reach “inbox zero,” where they have no e-mails to save or respond to. The inboxes of CEOs and VPs are inundated with e-mail. Imagine mailing a letter to a company only for it to be tossed into a giant “to read” pile, among hundreds of other important mail.

The same could be said for phone calls. Phone messages get saved but forgotten. Other messages get accidentally deleted. Calls sent to the wrong people never reach their target. An executive may have only five minutes to spare, but the sales call requires at least a half hour.

There’s just not enough time and patience to give an important sales email or call the right amount of attention. In fact, this is true not only for CEOs but every member of an organization – including the sales teams contacting them. Not only are their calls and emails being unanswered, their inboxes and voice mail is stuffed to the brim.

To combat this overwhelm, the most personal method of reaching people is also the most powerful: networking.

Note: This copy was written during a professional development program on white paper strategy and writing. It is not based on an actual company.