

## *White Paper Copy Excerpt*

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*Portfolio Sample*

### **Overview**

A staggering 90 percent of B2B companies use e-mail prospecting to gain face time with busy executives. Unfortunately, according to a survey by the Professional Sales Journal, this method isn't as effective as it was five short years ago. Even cold calling, another once proven marketing strategy, is like rolling the dice. Today, serious B2B companies recognize networking as the most effective way to schedule coveted meetings with top-level executives like VPs and CEOs. To master the art of networking companies must first master five principles: targeting, being introduced, the methods for making first contact, knowing when to go for the meeting, and finally following up.

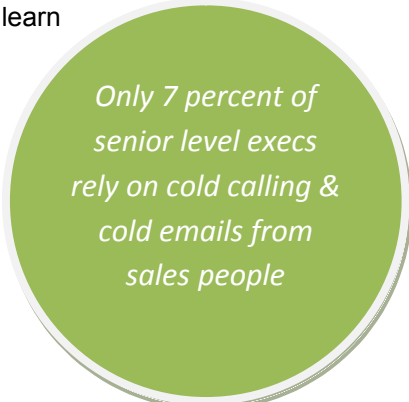
*{Insert a bar graph here showing the decrease of e-mail and cold calling over past 5 years}*

### **What's a company to do?**

So if the once proven methods of cold calling and emailing no longer work, what does a B2B company do to stay in the game and ahead of the competition? The answer is networking. "These days, the old cliché has become a reality. It is 'who you know'," says Bob Richardson, author of *Networking That Grows Sales*.

He's right. The fact is, people are more comfortable doing business those they have a connection to. The same goes for senior-level executives. Also, according to a survey by Software CEO.com, 71 percent of vice presidents and CEOs use their professional networks to learn about any new products, services, and solutions.

Networking provides businesses with a rich pool of warm prospects who are already open their message. Tapping into this pool will eventually develop professional relationships, leading to all sorts of future benefits like joint ventures, partnerships, and even connections to other potential prospects.



*Only 7 percent of  
senior level execs  
rely on cold calling &  
cold emails from  
sales people*

There is nothing new about networking, but there are right and wrong ways to go about it. Companies seeking realistic, measurable growth to their bottom line must use a proven networking system that not only guarantees fast results, and is easy to implement.