

**Client:** Executive Network LLC  
**Project:** New prospecting techniques for reaching executives  
**Objective:** Overview of prospecting techniques



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## Copy Excerpts

### Executive Summary

Using email and cold calling to book appointments with senior-level executives is not as effective as it used to be. According to a 2018 survey by the publication, *Professional Sales Journal*, 82% of sales directors at B2B companies reported email marketing is less efficient now than it was five years ago. Despite this fact, 90% of B2B sales companies are still using email messages to book appointments with senior-level executives. New research has indicated that there are new, more effective ways for B2B sales companies to approach and obtain meetings with corporate officials.

### Body Copy

In each phase of the prospecting process, the sales manager will have to focus his team's training on two objectives: best practices of approaching senior executives through systematic networking, and quickly executing implementing those new skills. If salespeople are to succeed, they need to have the ability to use networking resources to deliver value-driven information to the targeted executives.

The core networking practices that sales teams need to learn are:

- 1. Targeting** – The ability to identify companies that are at the beginning of a product development phase. Having a network of professionals who can alert your sales team to activity involving this cycle is the key to successfully approaching senior executives.
- 2. Getting Introduced** – Using contacts within a network to gain an audience with an executive is less awkward than cold calling or emailing. Asking for a connection to introduce your salespeople is more effective than email messages or phone calls that interrupt the prospect during their workday.
- 3. Setting the Appointment** – Careful preparation or meeting the prospect must be professionally executed. Since appointments are set up by a network of professionals, care must be taken to represent the contact(s) which referred your team member.

### About the Client

Executive Network LLC is a company that specializes in training sales professionals on how to reach and set appointments with senior executives. Their target market is companies who need to train their sales teams in networking tactics embedded into the sales process.

### Project Scope

My client required an authoritative document which showcased their niche training service.

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