

Holly Bowne

# Write Expressions

**Client:** Custom Training Company

**Project:** White Paper

**Objective:** Guide target audience (sales directors) to realize networking is the key to success and this is the training company that will quickly get the sales team up to speed.

## White Paper Excerpt

### Executive Summary

Emails drift unopened through cyberspace. Phone calls get dumped into voicemail where they're summarily ignored. In today's fast-paced, Twitter-tweeting B2B selling environment, these traditional forms of prospecting simply don't cut it anymore. A recent survey by *Professional Sales Journal* stated that 82% of B2B company sales directors find "email prospecting is somewhat or significantly less effective than five years ago." Yet despite this, 90% of sales forces in B2B companies continue to rely on email prospecting to gain access to executives.

As sales professionals continue relying on these in-effective methods, Albert Einstein's oft-quoted definition springs to mind, "Insanity: doing the same thing over and over again and expecting different results."

The problem is the phone calls and emails used to work. But today, senior-level executives are inundated trying to respond to emails, LinkedIn requests and voicemail messages from people they know, and they simply don't have time to respond to messages from those they don't.

### What's a sales professional to do?

The solution is networking. Research confirms that networking—face-to-face interaction—provides the most effective way for sales professionals to connect with often elusive executive managers. In fact, SoftwareCEO.com reported that 71% of VPs and CEOs acknowledge relying on their professional networks to learn about new products, services and solutions. However, there are effective networking methods that unlock C-level doors with ease, and there are methods that keep those doors firmly shut.

This paper defines an innovative approach to networking that includes specific techniques and best practices that are critical for success. It also covers the key elements that lead to boosts in appointment bookings with decision makers and consequently closing more deals.

*"Holly has proven herself to be a dedicated professional who adapts to the needs of each project we've worked on. Her writing is unique and speaks to the target audience in an authentic voice.*

**Kathleen Gossman**  
EnVeritas Group

*Holly is insightful, does her homework and is always prepared. She is timely, thorough, straightforward—her writing skills are outstanding—and best of all, we get results!*

**Christine Friedt**  
weTravel

Holly Bowne 

Freelance Writer \* Content Marketing

E: hbowne@aol.com

T: 424-27-BOWNE

[www.hollybowne.com](http://www.hollybowne.com)