

White Paper Excerpt (for Sales Networking Training System):

Once upon a time, shortly after humans discovered that the world was round and the earth revolved around the sun, people were excited to receive and open their emails. Even busy, decision-makers like VP's and CEO's, might open emails from people they didn't know if it looked like some useful message might be inside.

Those were the days when a smart, hardworking salesperson could expect that, with the right subject line, a fair percent of their emails to prospects would be opened and read and, eventually, lead to a healthy portion of sales.

Not any longer.

Even with the latest spam filter, senior executives are so overwhelmed with emails (including the spam that snuck through the expensive filter) that they don't have the time or patience to open email from an unknown sender. In fact, a 2015 survey by *Professional Sales Journal* reveals that 82% of sales directors at B2B companies report that email prospecting is somewhat or significantly less effective than it was only five years ago.

And, according to a 2014 survey by *SoftwareCEO.com*, only 7% of VP's and CEO's rely on cold calls and cold emails from sales people to learn about new products, services and solutions. However, 71% of those same decision-makers do rely on their professional networks to glean that information.

For a sales professional whose income depends on effective prospecting, this news strongly suggests a change in strategy. The *Journal of Personal Selling and Sales Management* reports that, "Networking, if done correctly, is fast becoming the most reliable means of getting to that all-important first handshake with a new prospect."

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