

SAMPLE WHITE PAPER

Cold calling and email prospecting don't work anymore.

According to a *Professional Sales Journal* survey, 82% of sales directors at B2B companies report that email prospecting has become less effective in the last five years.

Small wonder when you consider that only 7% of Vice Presidents and CEOs say that they rely on sales emails when sourcing new products. Increasing demands on their time - not to mention their inboxes - means that VPs and CEOs don't read their emails.

And yet, 90% of sales teams at B2B companies continue to use email prospecting. Even though they are likely to get a response from less than 10% of their prospects.

It doesn't take a mathematician to realise that those numbers don't add up.

We're in a recovering economy. But most sales teams are experiencing declining results. And less sales not only means lower income for your company. It means demotivated employees, which can result in high staff turnover.

Even in experienced sales teams, the continued reliance on email prospecting is having a detrimental impact on sales. It is the sales equivalent of trying to fit a square peg in a round hole.