

Executive Summary

It's hard to believe in this day and age that the Internet has become "yesterday's technology" as a sales device. B2B sales teams are finding it harder to make contact with the decision makers like VP's and CEO's through email or cold calling. Calls tend to go straight to voice mail and emails from an unknown sender tend not to get open.

In a survey by *Professional Sales Journal* "82% of sales directors of B2B companies report that email prospecting is much less effective than five years ago"

To succeed in today's competitive sales environment, sales teams need to relearn what is something of a lost art these days, and that is networking.

According to the *Journal of Personal Selling & Sales Management* "Networking has become increasingly important to the corporate sales force as a way to counter the resistance to cold calls and cold emails."

Networking is the new "Silver Bullet" for establishing more personal connections and when done correctly, networking is becoming the most effective means of getting more appointments with senior executives.

Innovative approaches to networking have shown as much as an 18% increase in getting more appointments.

This paper will outline the steps needed to successfully turn a "cold" prospect to a "warm" prospect through networking techniques such as:

- Leveraging and strengthening the knowledge and experience you sales staff already has in networking
- Add and refine new skills in networking
- How to continually hone networking skills to land more appointments with perspective clients