

**Please note:**

This example was written during a professional development program on white paper strategy and writing. It is not based on an actual company.

**Problem**

Impersonal approaches to new sales prospects are no longer effective. Senior executives don't respond to approaches from people they don't know. A softwareCEO.com survey shows that only seven percent of senior executives rely on this approach for information about new products services and solutions.

Failure to solve this problem can quickly lead to multiple problems for a sales company. Some of the most pressing ones are:

- Absence of an established connection with targeted companies—A SoftwareCEO.com survey discovered that 71 percent of senior executives rely on their professional networks for information about new products, services and solutions.
- Limited response from targeted companies—The same survey showed that only seven percent of senior executives rely on cold calls and emails.
- Frustrated sales teams—The failure to produce responses can cause serious drops in employee morale and affect their productivity. Lowered productivity in turn can lower morale further and a plunge to the bottom could result.
- Loss of future prospects and current customers—With no established connection, new customers won't materialize. The relationship with current customers could be placed in jeopardy if the diminished employee morale lowers productivity and threatens product quality.
- Loss of sales—This could result in serious damage to the company and threaten its survival.

An additional restriction applies for cold emails sent within or to Canada. The Canadian Anti-Spam Legislation (CASL) requires the recipient's consent to send that person an email. It's difficult to get consent without establishing a prior relationship.

The good news is that solving this problem could establish a network of senior executives that is responsive to information about new products, services or solutions. The sales teams could have a renewed purpose resulting in heightened morale and increased productivity. The ultimate goal of increased sales becomes possible.