

**client:** PowerForce Sales Training  
**project:** E-Newsletter Advertisement  
**objective:** Lead Generation

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*portfolio*

*Copy Excerpt*

### **Losing Sales Because Your Team Cannot Reach Senior Executives?**

Is your sales team unable to get an appointment with senior executives in your prospect companies? These execs are so busy you can't seem to get through. But you NEED their approval to close your sale. Sound familiar? How do you train your team to break through this barrier?

Our FREE 9-page white paper, "3 Strategies for Getting Sales Appointments with VPs," is just for you. You get the same field-tested strategies that all-star sales teams of companies like IBM and NCR use. You also get two model emails that you can adapt for your use.

Click [here](#) for instant access to the white paper.

#### *About the project*

PowerForce Sales Training is a firm that teaches sales professionals how to reach, engage and sell high-level executives at the VP and CEO levels.

To generate leads, they have developed a white paper titled: ***3 Strategies for Getting Sales Appointments With VPs.***

To promote this white paper, they have purchased ad space in *Selling Power* magazine's e-newsletter, which goes out to more than 14,200 Sales Managers, Sales Directors, and VP Sales.

The project is to come up with the ad which entices the sales executives to download the white paper.

This copy was written as part of a professional development program.  
The client featured here may or may not be using this copy in actual marketing materials



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