



Client: PowerForce Sales Training
Project Name: White Paper Offer
Project Type: E-newsletter Ad

Do Your Salespeople Have Trouble Getting in Front of High Level Executives?

Your company's products and services are big ticket items requiring upper level purchasing approval. But your reps are unable to reach the executives necessary to approve purchasing decisions.

PowerForce Sales Training's FREE white paper "3 Strategies for Getting Sales Appointments with VPs" gives you 3 field-tested strategies for getting in front of these high-level decision makers – strategies that have proven successful for sales reps at IBM and NCR. Also included are 2 bonus e-mail templates that your reps can customize to help them open the right doors.

Click here to instantly download our FREE 9-page white paper, and help your reps get those important face-to-face meetings.

[PowerForce Sales Training logo and contact information]

BACKGROUND: PowerForce Sales Training is 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. Their goal is to get at least 1,500 leads from this advertisement.

ASSIGNMENT: The client wants me to write the e-newsletter ad, and make it as motivating as possible so that the goal of 1,500 leads is achieved.

This project was created as part of a professional development program, *B2B Companion Series*, with AWA! (American Writers & Artists Inc.)



- Your headline is solid. Question headlines often work well, as it does in this case.
- The rest of your ad is excellent. You've highlighted the problem effectively, and then positioned the white paper as the solution. Nicely done.
- Overall, very good ad!

- Steve Slaunwhite - marketing expert, award-winning copywriter, and bestselling author