



## Email is Best for Creating an Impact with CxO Level Execs according to New Research

**London UK, -** New research conducted for a top 5 Systems Integration company has revealed that the majority of CxO level executives are more likely to respond to emails than any other type of sales approach. The research published by Youd Andrews, the leading sales skills development organisation, questioned CxO level executives from across Europe and North America. The research findings have been used to form the basis of training courses for over 500 senior sales managers targeted to increase sales by opening new business through CxO executives.

The survey clearly shows that the overall preference of CxO executives for new sales approaches is email as it is quick and easy to decide whether to read on, or delete. By far the most disliked way of contact was via the telephone. Older more traditional executives saw a hardcopy typed letter as a potential way to differentiate approaches but whatever the preference in terms of media, today's sales professionals have to master the art of writing if they want to be effective at selling to board level prospects.

Before sending out hundreds of emails the executives offered sales professionals the following advice:

- Writing an email requires as much preparation as a face-to-face meeting
- When writing to a CxO, stand in their shoes and think about their day
- Do a proper campaign: make friends with their Personal Assistant(PA) and Executive Assistant (EA)
- Think about your email format and layout
- Write the email as you would a letter

Responses from senior executives revealed that the following format can assist in increasing success rates for sales approaches. The key points to focus on are:

- **Context** - the hook into the CxO, based on the public domain research
- **Capability** - showing that your organisation has the ability to deliver
- **Credentials** - that you have done it before and this is the value you have achieved with other clients - your success stories
- **Call to action**, i.e. what the next step is as a result of reading the email. In most cases this should be a face-to-face meeting.

Don Andrews founder and joint MD of Youd-Andrews commented about the research findings, "Ask most sales manager what the key skills for high level selling are and few will say effective writing skills. However if they really want to become top producers of new



business through CxO level executives then the evidence is clear that they have to improve their writing skills. Our research and the courses we have developed are now delivering results for our sponsoring client. It's time that the IT industry took note and addressed the often overlooked skill of writing for success"

ENDS

### **About Youd-Andrews**

Youd-Andrews delivers the key skills and strengths needed to construct relationships at CxO level (CEO, COO, CFO), so that companies are in position to build an outline solution and present their value proposition to the decision makers. Introductions are made and Youd-Andrews accompany clients to support and drive the sales activity. In addition, corporate organizations benefit from attending Youd-Andrews' vendor parades where selected SMBs are presented to corporate clients with a view to extending global reach and enterprise activities.

For more information and copies of the finding from the Youd Andrews research into effective writing skills contact:

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