



POLL
the results



The Question:

How are you prospecting and developing new customer acquisition in the new B2B landscape we now find ourselves and our businesses in?



The Numbers:

9,268 views. 123 votes.
17 interactions. 34 comments

How are you prospecting and developing new customer acquisition in the new B2B landscape we now find ourselves and our businesses in

You can see how people vote. [Learn more](#)

Still Cold Calling	27%
Still Cold Emailing	11%
Marketing Campaigns	22%
Looking at Social Selling	41%

123 votes • Poll closed



The Breakdown:

Still Cold Calling – 33 (27%)

Still Cold Emailing – 13 (11%)

Marketing Campaigns – 27 (22%)

Looking at Social Selling – 50 (41%)



The Network:

Of the 123 that voted.

1st Degree Connections – 31

2nd Degree Connections – 72

3rd Degree Connections - 20



The Viewers Reach:

Of the **9,457** views discipline:

762 people worked in sales,

705 where in HR,

605 director/founders,

255 marketing

185 trainers

135 consultants

126 project managers



The Demographic:

27 that voted
**Marketing
Campaigns**

USA – 7

UK – 12

EUROPE – 5

ROW – 3

49 that voted
**Looking at
Social Selling**

USA – 10

UK – 29

EUROPE – 3

ROW – 8



The Demographic:

**33 that voted
Still Cold Call**

USA – 13

UK – 12

EUROPE – 3

ROW – 5

**13 that voted
Still Cold Email**

USA – 5

UK – 4

EUROPE – 0

ROW - 4



The Takeaway:

With **41%** of the poll voting that they are looking at **Social Selling**, this gives a great snapshot of the shift in moving from analogue ways of working.

We now know that in **2021 and beyond**, more and more people and businesses are leaning into the **social and digital first arena** that our **buyers and prospects** are.



The Comments:

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" I don't think cold calling or cold emailing is generating much if anything, and what it generates does not enable you to pay the rent or people's salaries".

" I think cold calling is prehistoric, you need to create awareness, generate commitment and align the customer with the problem. In short, build relationships and you will always have warm or hot calls".

" Cold calling, networking, referral generation and LinkedIn. You have to cast the out the net".

" Always have been and always will be 100% from networking and referrals. Social Selling for me is all the things that worked for relationship based selling before social media, now done at scale".

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**All participants will receive
the link to the results post.
Thanks to all for taking part.**