

## **Kinnear Office Furnishings Uses “Networking for Sales Results” Training and Improves Networking Success by “Giant Leaps and Bounds”**

Kinnear Office Furnishings is a mid-sized company (around 35 employees) that specializes in designing corporate office space. Their five-person sales staff depends on networking to identify and connect with potential customers. And they had a problem.

According to CEO Janice Bell, “One of our toughest problems...is identifying who in a company we need to contact. Sometimes it’s the office manager...but it can just as easily be the CEO. So we need to spend a lot of time networking in order to find the right person and get them talking about furnishings and office space.”

Janice needed her sales staff to improve their networking skills in order to grow their client base...but didn’t want them to lose valuable sales time sitting in a classroom.

The solution: “*Networking for Sales Results*” from Smith Training and Consulting, Inc.. Participants learn a **5-step Networking Method** for contacting and landing appointments with new prospects.

The training consists of three components:

- a **two-day on-site workshop** for the entire sales team
- **twelve 20-minute online training modules**
- **one-on-one coaching and support** as needed for up to 180 days after the workshop.

And the results?

Janice is enthusiastic about the response from her team, saying the training increased their networking effectiveness by “*giant leaps and bounds*”.

“We’re getting our foot in the door with a lot more prospects than we did before. It’s difficult to measure but I would be okay with saying *20-30% more new contacts each week*” said Ms. Bell.

The response from the training staff was positive. “Typically, sales people don’t like being pulled from the road for training. But it was only two days. And *they really, really liked the virtual training modules* that they could access any time and the fact they could call (the trainer) to ask questions and get advice.

When asked if she would recommend the program to other companies, Bell gave an enthusiastic thumbs-up. “Without a doubt, *it’s a very effective program....especially for sales teams that rely on networking to build sales. I’d highly recommend it!*”

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