

Short Case Study

Kinnear Office Furnishings Increases Sales Contacts By 30%...With 2-Day Training

Kinnear Office Furnishings, a mid-sized company with 35 employees, specializes in up-scale office furnishings and office space design.

The sales team struggled every day to identify decision-makers in target companies who would talk about office furnishings. It could be the owner, or CEO, or almost anyone else.

As CEO Janice Bell explains, networking is the strategy her sales team uses to locate those decision-makers and set appointments.

“Networking is of critical importance to our sales team. They need to aggressively network to identify the right contacts...and get them talking about furnishings and interior space design.”

Without a face-to-face meeting with that key person, they were spinning their wheels...wasting precious time and energy.

The result...lost potential sales...lots of them. Every month.

She was desperate for a solution.

2-Day Training To The Rescue...

Bell was actively looking for a tool to help her team get their foot in the *right* door. And that is exactly what the *Networking For Sales Results* program delivered. This 5-step networking method, offered by Smith Training & Consulting, *guarantees more sales contacts*.

The two-day, on-site training gave her staff the strategies they needed to improve their networking results immediately. “What I really liked about the program,” said Bell, “is that there was no fluff or theory. Right from the first module, there were tips and tactics our sales team could implement right away.”

Her sales team...usually reluctant to sacrifice precious sales time for training...liked the convenience of the 2-day program. In just 2 days, they felt confident using the strategies they learned.

And they liked the online, 20-minute training modules...accessible 24/7. These bite-sized, skill-building modules easily fit into even their busiest days.

Immediate Turnaround...

Bell's team now lands 20-30% more new contacts each week since the training.

"That is how the program helped us the most. We're getting our foot in the door of a lot more prospects than we did before."

"Without a doubt, it's a very effective program, especially for sales teams like ours that rely on networking to build sales. I'd highly recommend it."

I was not commissioned by this company to write this, but it's an example of the quality of work you'll get when you hire me to do your copy.