



### How Kinnear Office Furnishings Increased New Contacts By 20%-30%

Janice Bell, CEO of Kinnear Office Furnishings, had a quandary. Her company made first-class office furnishings that, combined with outstanding interior designs, were the envy of her competitors. Yet her salespeople were having troubles.

“One of our toughest problems for our sales team is identifying who in a company we need to contact,” Bell explained. “Sometimes the office manager is in charge of furnishings and office space. But it can just as easily be the CEO. We just can’t buy a mailing list. So we need to spend a lot of time networking in order to find the right person.”

At a loss for what to do, Bell turned to the Internet. After much searching, she came across a program that piqued her interest. *Networking for Sales Results*, the flagship program by Smith Training & Consulting, Inc., featured a **5-Step Networking Method**. It looked promising.

The training program, the website said, is designed for salespeople who face such challenges as:

- Making faster contact with more new prospects.
- Meeting new prospects without having to cold call.
- Connecting with better quality prospects.
- Setting appointments with new prospects.

The program looked tailor-made for Bell’s sales team, so she took the plunge. She wasn’t sorry. Result? New contacts increased by 20%-30% each week, Bell happily reported.

“What I really liked about the [*Networking for Sales Results*] program,” she raved, “is that there’s no fluff or theory. Right from the first module, there were tips and tactics that our sales team could implement right away.”

The program was also convenient...a two-day on-site workshop, followed by a series of twelve 20-minute training modules so salespeople could practice the networking skills they’d learned, easily accessed on

Alice Watts

Sample case study

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computer or Blackberry. In addition, each salesperson received one-to-one coaching and support for up to 180 days, support that helped them further master the skills they'd been taught.

The sales team liked the program, Bell said. "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 anytime and the fact they could call or email Michael himself to ask questions and get advice."

Asked whether she would recommend the program to other companies, Bell replied, "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!"

*(sample case study as part of professional development course)*