

Kinnear Office Furnishings' Sales Team Increased New Contacts By 20-30%

A mid-sized company with about 35 employees, Kinnear Office Furnishings specializes in interior design for companies. Their sales staff uses networking extensively to identify new prospects and to set sales appointments.

But, according to Janice Bell, the CEO, "One of our toughest problems for our sales team is identifying who in a company we need to contact. There isn't an obvious title. 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."

To get help with connecting with the correct decision maker and to land sales appointments, Kinnear's sales staff completed the two-day, on-site, flagship training program developed by Smith Training & Consulting called *Networking For Sales Results*.

Their **5-Step Networking Method** helps sales teams with:

- contacting more new prospects, faster
- meeting new prospects sans cold calling
- connecting with better quality prospects
- setting more appointments with new prospects

Janice Bell said, "What I really like about the program [*Networking For Sales Results*] 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."

"We have a 'product' that is of very high value to a company but, frankly, difficult to sell. So we're constantly looking for any edge we can to get our foot in the door. In fact, that's how the training program helped us most. We're getting our foot in the doors of a lot more prospects than we did before."

Not only do participants get a main workshop but afterward, each salesperson works through a series of twelve, online, 20-minute training modules to practice the networking skills they've learned. Each salesperson also receives one-to-one coaching and support for up to 180 days.

Results

- ✓ 20-30% more new contacts each week
- ✓ salespeople liked virtual training modules
- ✓ salespeople liked the trainer's accessibility by phone or email
- ✓ training program increased the effectiveness of Kinnear's sales staff by "giant leaps and bounds"

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As Janice said, "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."

(Case Study Spec Assignment)

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