

“We spend a lot of time networking in order to find the right person.”

DOES THIS SOUND FAMILIAR?

CEO Janice Belle identified her company’s toughest problem as finding out who is in charge of furnishings and office space among their potential clients.

Kinnear Office Furnishings is a mid-sized company that sells a high value service. Their interior design for businesses is important to ensure office space is utilized in an efficient and effective manner.

Networking is critical to their company, especially the sales staff. Their entire 35 person workforce is focused on establishing relationships and delivering personalized service. They want to be invited into a client’s business. This requires extensive networking to make contacts with the right people and get the conversation started.

“We’re constantly looking for any edge we can to get our foot in the door.” Janice Belle wanted to help her sales staff without taking them off the road for an extended period. She found **Networking for Sales Results** from Smith Training & Consulting.

The structure fit their needs perfectly:

- ★ A two day training session held on-site
- ★ 12 online training modules
- ★ 1 on 1 coaching and support for a full 180 days

There was *‘no fluff or theory’* plus *‘tips and tactics they could implement right away.’* This made the 20 minute modules a big hit. The sales team *“... really, really liked the virtual training modules that they could access anytime and the fact that they could call or e-mail Michael himself to ask questions and get advice.”*

Ms Belle says, “Without a doubt, it’s a very effective program. I’d highly recommended it!”

What causes her to praise **Networking for Sales Results** so strongly?

She estimates their sales staff is making 20% to 30% more contacts every week. *“We’re getting our foot in the doors of a lot more prospects than we did before.”*

[Sidebar]

- Kinnear Office Furnishings identified an area they wanted to improve.
- They wanted a solution that would not be disruptive.

- ✓ They chose **Networking for Sales Results** from Smith Training & Consulting.
- ✓ The results speak for themselves.