

Wasting Time and Missing Prospects?

How one company honed their networking and increased their sales



Hitting The Bullseye

Choosing a look for the company office can be very personal and it is imperative for vendors to talk to the right contact with the authority to do so. Every employee of that customer must live with the results and love where they work.

Kinnear Office Furnishings, a company that specializes in interior design for businesses, knows this first hand. Their sales associates have often struggled with the puzzle of who makes the judgment calls. Kinnear CEO Janice Bell says, "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."

So it's no accident that Kinnear relies on networking extensively to reach new prospects and make sales appointments. The personal touch that networking offers and the importance of a good conversation and trust suits their needs better than a paid advertisement or social media. Even with this approach, however, team members still wasted time going through a maze of personnel to the right person.

Eventually Janice enrolled her sales team in the Smith Training and Consulting course called Networking For Sales Results.

PROBLEM

Difficulty finding the right person to contact wasted precious time in networking.

SOLUTION

The Networking For Sales Results course improved speed and efficiency in selling to companies who greatly benefited from the customer's product.

RESULTS

The sales team achieved a 20-30% increase each week in new contacts, of better quality.

We're getting our foot in the door of a lot more prospects than we did before.



The 5-step method helped her sales staff find new prospects faster who were of a better quality, and Janice embraced it. She shares, "What I really like about the program is that there's no fluff or theory...there were tips and tactics our sales team could implement right away."

The short training period and easy practical steps increased their sales effectiveness by "giant leaps and bounds," Janice states. "Without a doubt, it's a very effective program. I'd highly recommend it!"