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**etworking is of critical importance to our sales team. They need to aggressively network in order to identify the right contacts at prospective companies and get them talking about furnishings and interior space design.**

` **Janice Bell, CEO Kinnear Office Furnishings**

Increasing Your Sales Effectiveness by Giant Leaps and Bounds

**Kinnear Office Furnishings**, a mid-sized company specializing in Commercial Interior Design determined their Sales Team’s toughest problem, besides identifying the person in charge of the company’s furnishings and office space, was ‘getting their foot in the door.’ This was especially true with their high value, but hard to sell company Product. They were constantly looking for an edge!

It was obvious to Janice Bell, CEO of Kinnear Office Furnishings that the better the sales team was at networking, the more sales opportunities would be generated. To increase her teams networking success, she invested in the training program, “Networking for Sales Results**,**” offered by Smith Training & Consulting, Inc.

*“…Right from the very first module, there were tips and tactics that our sale*

 *team could implement right away,” raved Bell, “…no fluff or theory.”*

Bell admitted that although her sales team didn’t typically like being pulled in for training, the short 2-day workshop covering a “5-Step Networking Method” for contacting and landing appointments with new prospects was an acceptable amount of time to invest. Also, the team really enjoyed the virtual training modules. The twelve, bite-sized 20 min sessions could be easily accessed anytime via computer or mobile device*.*

In addition to having full support from Smith Training & Consulting throughout the modular sessions, each salesperson received one-on-one coaching and support for 180 days after the workshop to assure they mastered the networking skills taught! Kinnear Office Furnishings increased their new sales contacts by 20-30 % a week, and gained a significant edge in ‘getting a foot in the door’ by implementing the 5 Step Networking Method taught in the “Networking for Sales Results” training program.

*“…It’s a very effective program especially for sales teams like ours that rely on*

 *networking to build sales…… I’d highly recommend it!”*