**Client:** Smith Training & Consulting

**copy excerpt**

“Good writing style that clearly communicates the story. Well done!”

- *Steve Slaunwhite and Charlotte Crocket*

**Margot Howard** *portfolio*

**Project:** Case Study

**Objective:** Sales Resource to Advance the Sales Process

**Smith’s Networking Program helps Kinnear get their foot in the door of**

**25% more Interior Design Prospects**

***Background***

Prospecting for new business used to be calling a purchased list or going out cold calling. Finding prospects with immediate requirements is another thing entirely. It’s especially true when selling business interior design.

Kinnear Office Furnishings, a mid-sized corporate interior design company, found networking to be the best way to make the right contacts and get them talking about their design needs. They know effective networking yields more quality sales opportunities and increased sales.

***The Challenge***

Finding hot prospects and identifying decision-makers takes a lot of networking. The people involved in the interior design sales process differ, depending on the company, from office managers to CEOs. To increase quality sales prospects Kinnear decided they needed formal networking training. Per Janice “We have a ‘product’ that is of very high value but difficult to sell. So we’re constantly looking for any edge to get our foot in the door.”

***A Solution***

They went to Smith Training & Consulting to get that “edge”. Smith teaches sales professionals effective networking. Kinnear enrolled their sales team in Smith’s flagship training program *Networking For Sales Results*. The program teaches a **5-Step Networking Method** for contacting and landing appointments with new prospects. It addresses sales challenges like:

* Finding more new prospects, faster.
* Prospecting without cold calling
* Connecting with better quality prospects most likely to result in sales.
* Setting more appointments with new prospects.

***The Process***

The program included a two-day on-site workshop for the sales team. It was followed by twelve 20-minute online training modules. They easily fit into the salespersons’ schedules because they’re accessible via computer or mobile device. One-to-one coaching and support helped with mastering the new networking skills. Janice indicated “there’s no fluff or theory. There were tips and tactics that our sales team could implement right away. 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.”

***Results***

Kinnear has increased their weekly new contacts by 25% since completing the Program. Janice says, “We’re getting our foot in the doors of a lot more prospects than we did before. It’s a very effective program. I highly recommend it!”